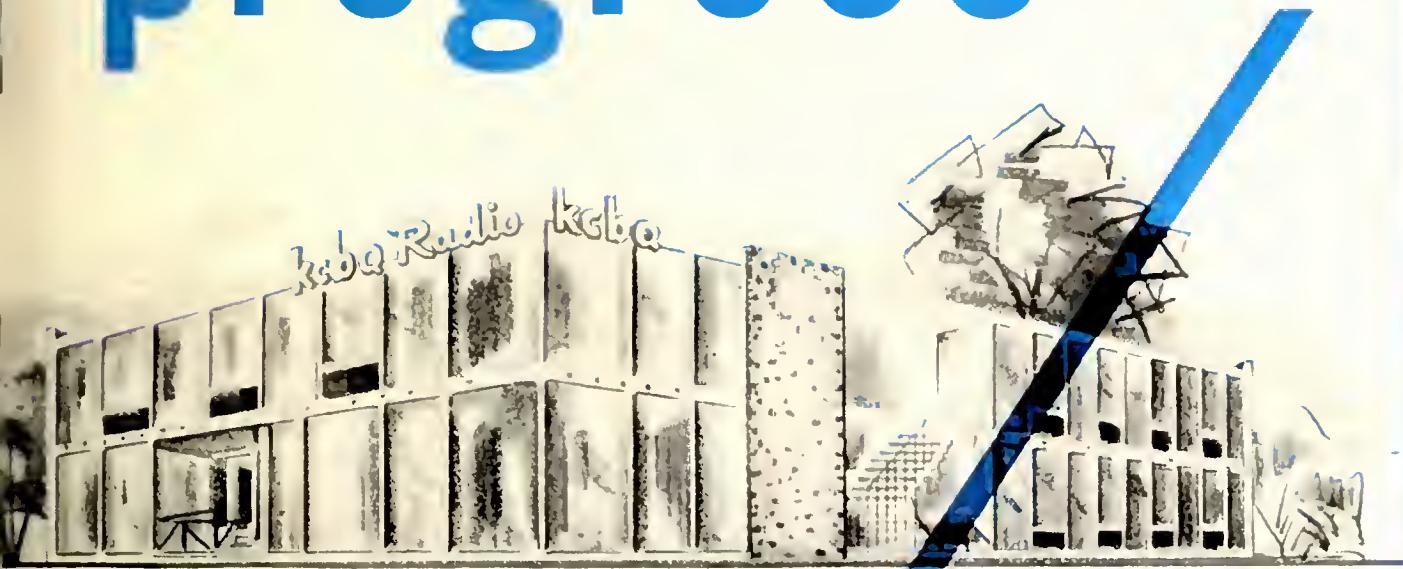


SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

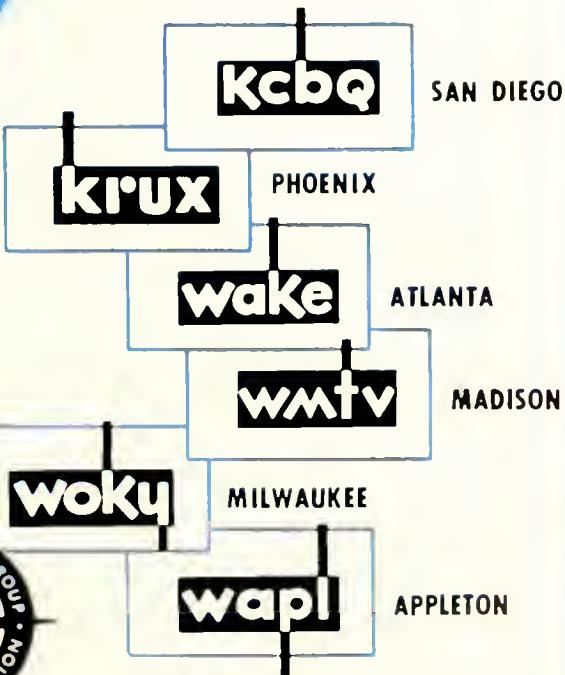
progress



San Diego's newest landmark is the modern new home of station KCBQ at 7th and Ash. Added to the growing group of Bartell properties just over a year ago, KCBQ now delivers more listeners per dollar than any other San Diego station.

It's progress like this that typifies the Bartell Group stations . . . each first in its market. Our representatives have all the facts that prove your best buy for building sales is a Bartell station.

THE BARTELL GROUP
...10 years of progress



IS AN FTC CRACKDOWN IN THE WIND?

More monitoring of tv commercials by FTC may result in a crop of actions against clients. Here's how FTC checks

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Sohio's tv commercial without words

Page 34

The tale of the barefoot contestant

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Brand spending of spot tv's 1956 leaders

Page 40

KCBQ, KRUX, WAKE, WMTV, WAPL: Represented by Adam Young

WOKY: Represented by The Katz Agency, Inc.

**WFRV-TV'S
Latest TV-Homes count**

353,840

Authority: Television Magazine, March 1957

**But, that's just one of the big figures
which make WFRV-TV's expanded coverage
one of the best of the better markets.**

1,000,000 People

in our big circle. About one-third of the population of Wisconsin.

\$1,000,000,000 Retail Sales

\$250,000,000 Food Sales

\$22,500,000 Drug Store Sales

Maximum power...New tower

... 1165 feet above average terrain. Highest antenna in 5 state area, and more and more reasons for tuning this station more often, and more regularly, deliver this Eastern one-third of Wisconsin at low cost.

HEADLEY-REED TV has facts and figures. A startling story of this highly industrialized, thickly populated, far-above-average market.

Soren F. Munkhof, Exec. V.P., Gen'l. Mgr.



A Big Station

in a Big Market.

W F R V T V

Green Bay, Wisconsin

Basic ABC
plus CBS

IOWA TELEVISION AUDIENCE REPORT

KRNT-TV

Sweeps Ratings Again with 16 out of top 20!

9 out of top 10 Multi-Weekly Shows
7 out of top 10 Once-A-Week Shows

323
FIRSTS in
476
Quarter
Hours

★
News Ratings
to 45.0
★



A.R.B. REPORT FOR DES MOINES AREA

MULTI-WEEKLY		AVG. RAT.	ONCE-A-WEEK		AVG. RAT.
★ 1. Russ Van Dyke News	10:00 P.M.	40.6	★ 1. Ed Sullivan	55.8
★ 2. Al Couppee Sports.....	10:20 P.M.	28.2	★ 2. I Love Lucy.....	53.2
★ 3. Paul Rhoades News	6:00 P.M.	17.0	★ 3. \$64,000 Question	51.3
★ 4. Bill Riley's Rascals.....	5:20 P.M.	16.2	★ 4. What's My Line.....	46.2
★ 5. Captain Kangaroo	8:00 A.M.	15.9	★ 5. \$64,000 Challenge	41.0
★ 6. Guiding Light	11:45 A.M.	14.0	★ 6. Red Skelton	39.9
7. Comedy Time	4:00 P.M.	13.3	7. Lawrence Welk	39.4
★ 8. Cartoon Club	5:00 P.M.	13.2	★ 8. Lassie	39.0
★ 9. Garry Moore	9:00 A.M.	13.1	8. Perry Como	39.0
★10. Our Miss Brooks.....	1:00 P.M.	12.8	10. Wyatt Earp	38.7

Katz Has The Facts On That—

Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated

Station in Des Moines!

DES MOINES TELEVISION
KRNT-TV
Channel 8 in Iowa - A COWLES OPERATION



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Is an FTC crackdown in the wind?

31 Increase in FTC monitoring of tv commercials may result in a series of actions against clients. What can clients do to live with the FTC?

Look ma, no words!

34 Standard Oil of Ohio, a regional firm, has sold their audience with a tv commercial that uses no voice. Here's the story behind the switch

The last child prodigy

38 Into the hills of South Carolina push two intrepid packagers in search of a substance more valuable than gold—a good tv quiz contestant

TvB annual report on spot tv spending

40 Includes brand-by-brand breakdown of spending by top 25 spot tv clients; top advertisers by categories ranging from agriculture to watches

How they're selling farm radio today

46 Four farm radio presentations by local stations are detailed. Part one (23 March) followed a rep presentation at Leo Burnett's Chicago office

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In Next Week's Issue

NARTB Convention special

A full coverage of the convention. Details on exhibitors, convention agenda, tv, radio, film. Also special business-pleasure directory of Chicago

Are department stores and radio closer together?

Progress is being made in radio-department store relations. One of the outstanding examples: Higbee's of Cleveland

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Secretary-Treasurer
Elaine Couper Glenn

Vice-President-General Manager
Bernard Platt

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Sponsor Publications Inc.

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . .
Weekly and Daily Daytime Circulation;
Weekly and Daily Nighttime Circulation.

WOC-TV COVERAGE DATA —

Population	1,568,500
Families	484,800
Retail Sales	\$1,926,588,000
Effective buying Income	\$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station
—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
EXCLUSIVE
NATIONAL
REPRESENTATIVE

Serving the Nation's 24th Market with 1,000,000 Watts

WBRE-TV

WILKES-BARRE, PENNA.
CHANNEL 28

BASIC



AFFILIATE

RATE CARD No. 5
JULY 1, 1956



AN BASIC BUY

National Representative

The Headley-Reed Co.

WBRE
TV Channel 28
WILKES-BARRE, PA.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA
SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
SNYDER MONTOUR CARBON

Reach the Nation's 24th Market

**REACH 2,000,000 POPULATION
REACH 400,000 FAMILIES
REACH over 300,000 SET COUNT**

Reach for this Rate Card!



CALL HEADLEY-REED
or DIAL WILKES-BARRE VALley 3-3101

NEWSMAKER of the week

The news: This week marks the 25th year in business for the Paul H. Raymer Co., Inc., one of the first to organize as an exclusive national representative for radio stations. The company now represents 15 tv and 32 radio stations with offices in seven cities.

The newsmaker: Search for the key to Paul Raymer as a person and businessman (this is being written by one who has known him nigh 25 years) and you come up with the words, "dapper," "conservative," "quality" and "integrity." To understand the philosophy that has governed Raymer's relations with advertising people and stationmen through the years, you should know these things: Raymer set his business star by a man for whom he once worked—H. K. McCann, co-founder of McCann-Erickson. Raymer could never cotton to opportunism or flamboyance. Raymer fought his way through two "depressions": first, the one of the '30s and then the occasion of the tv freeze, when he found himself loaded with CBS Radio affiliates that had bided their time about television. Raymer has always preferred to stress quality of representation and service, rather than quantity.

The odd mixture of scholar (he started in the book field) and hard realist has shaped Raymer's manner of operation. For instance:

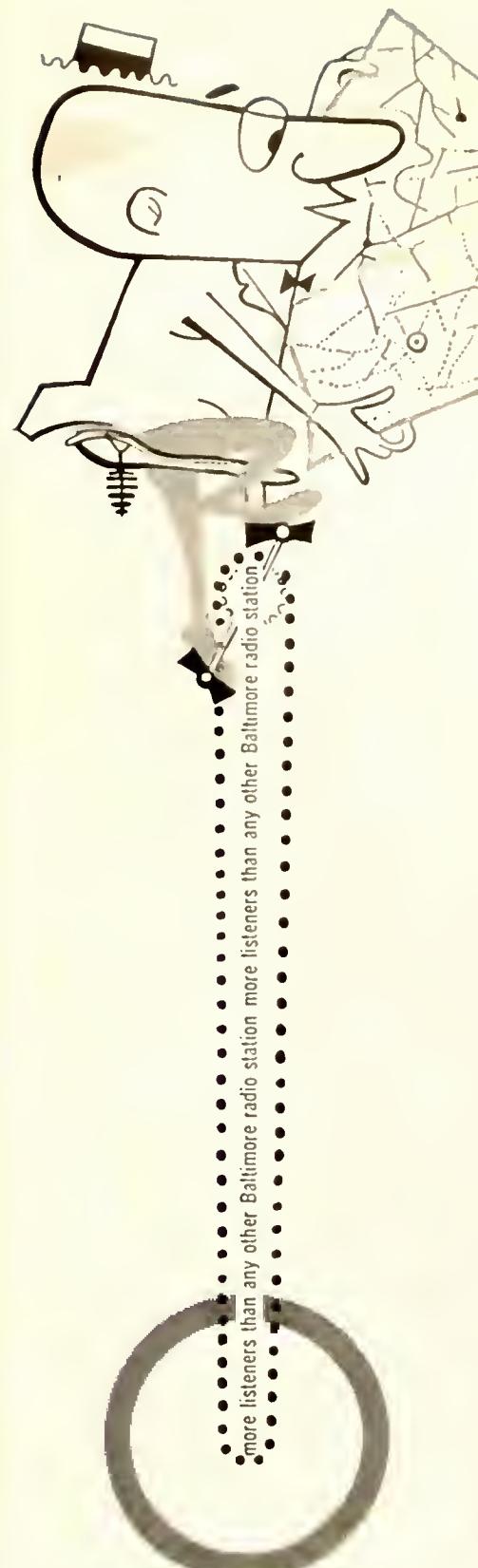
While an exponent of research and surveys, Raymer makes sure that his salesmen recognize that these are merely tools and do not completely take the place of creative selling. A smart advertising man has command of the facts but these facts do not command all his thinking. The personal role of salesmanship is more important than a capacity to reel off figures from a patly prepared easel presentation. In brief, Raymer is a firm believer in resourceful selling as against production-line selling.

Trying to keep up with stationmen—many of them rugged individualists—takes lot of flexibility and tact, but there's one thing Raymer has never been flexible and tactful about in dealing with his stations: selling away from the rate card. Attitudes like this and others have sometimes been to his detriment.

Fred Brokaw, now the company's executive vice president, joined Raymer in November 1933. They were fraternity brothers at Cornell. Two men who in several personal characteristics are as far apart as the poles, they've made one of the best-meshing and most skillful teams in the station representation field. Raymer actually got into station representation reluctantly. He was looking for a job at the time, and, after much persuasion by Don Searle, he opened an office to represent KOIL, Omaha. Before that Raymer had been with the Hanff-Metzger and H. K. McCann Co. as media buyer and account executive.



Paul H. Raymer



BALTIMORE

is easier to reach
when you ride on

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.



Albert McLaughlin
KPTV
Portland, Oregon



Percy Hearle
WAGA-Radio-TV
Atlanta, Ga.



Lola Montez
WBRC-Radio-TV
Birmingham, Ala.

COMMUNITY PROJECTS

*An integrated public service year-round activity
based on specific community needs judged to be most
important by the consensus of a carefully-selected
cross section of local citizens*



Elizabeth Wagner
WSPD-Radio-TV
Toledo, Ohio



Edward W. Pollock
WWVA
Wheeling, W. Va.



Don Butler
WGBS-Radio-TV
Miami, Florida



George Cushing
WJBK-Radio-TV
Detroit, Mich.



Maggi Wulff
WJW-Radio-TV
Cleveland, Ohio

Storer stations are local stations—and their public service begins at home. To make sure that each station effectively serves the particular needs of its community, the men and women shown here coordinate projects which representative religious, educational, business and civic leaders have deemed most important to the community. During the past year projects have ranged from a strong, continuing drive for highway safety to a unique "Junior Citizens" organization for young people.

The joint radio-television campaign in behalf of each project is created with the same care given commercial accounts.

STORER BROADCASTING COMPANY

WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WBRC-TV
Birmingham, Ala.

KPTV
Portland, Ore.

WGBS-TV
Miami, Fla.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WAGA
Atlanta, Ga.

WBRC
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.



NEW YORK—625 Madison Avenue, New York 22

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689



starting its ninth year in a new home

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

Since the date of its first telecast, March 18, 1949, WGAL-TV has had eight happy and eventful birthdays. None has been happier nor more eventful than the latest one, which was made noteworthy by the "Dedication to Public Service" of the new WGAL-TV building, with its latest modern equipment and complete color facilities. These new facilities make it possible for WGAL-TV to give a birthday gift of better service to its countless viewers and its numerous communities, which combine to form America's 10th TV Market.

STEINMAN STATION • Clair McCollough, Pres.



316,000 WATTS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

SPONSOR-SCOPE

30 MARCH
Copyright 1957
SPONSOR PUBLICATIONS INC.

This was the week of the big turnaround.

Only a few days ago you could hear mutterings over tv spot, tv daytime, lousy programs—in fact, everything including the uncertain state of the stock market, the weather, and the Suez Canal. This week changed all that:

Spot looked much brighter. The summer began to appear cheery. And fall promises to be immense.

P&G is edging up again to its original love: daytime.

Whatever the cutbacks on nighttime network tv, the money will show up in daytime appropriations—with even more to be added. (One reason for the nighttime slash is a planned reduction in the number of messages for Drene.)

Here's why more daytime selling is needed: campaigns for Duncan Hines products and a line of paper goods.

High in such plans is a half-hour across the board on NBC TV and a stepping up of regional and local spot.

With spot tv bursting out of the doldrums last week, many of the reps were in a whirl submitting availabilities and confirming orders.

Several substantial renewals helped pile up the business.

Highpoint of all this activity was P&G's expansion of its Zest beauty bar campaign to country-wide proportions.

Commented the head timebuyer of an agency involved in this sudden rush: "There's a new uncertainty about the availability situation in some of the major markets, and we're rushing to get our stuff set before things tighten up again."

(For further details on this business flow see Spot Buys, page 54.)

Have radio rates really jumped alarmingly in the past year?

The answer is: Yes, they have gone up—but it's a pretty mild hike compared to some of the pole-vaulting elsewhere in the media field. That's what Campbell-Ewald found out in estimating the budget for a forthcoming GMAC spot campaign.

Figures based on 220 stations show that an identical campaign this year would cost 4½% to 5% more than a year ago.

Contracts, now being processed, call for 20 spots per weekend for 17 weeks starting 24 May.

American Broadcasting-Paramount Theatre's income for the ABC division in 1956 was \$98,759,000, an increase of \$17,642,000 over 1955.

Income for all of AB-PT for '56 was \$206,916,000, with net earnings of \$8,477,000. In 1955 net earnings were \$8,373,000.

Over-all time opportunities on the tv networks are the best in years, and you can expect a rush of buying orders to hit in mid-April.

Options will have expired by then, and indications are that a lot of spots will be firmed up, regardless of whether or not the programs are set.

The pattern appears to be: **Get your position settled.** and then look in every direction before you decide on the show.

The sweepstakes for the Pabst \$7-million account apparently are on the last lap, this week, with Lennen & Newell and Grey in the lead.

Other contestants are Edward H. Weiss & Co., Bryan Houston, and Leo Burnett.

If L&N is the winner, it will be due in no small measure to **Walter Wright's participation in the pitch**. Wright, the agency's new marketing director, has a background in beer merchandising.

Shades of network radio's heyday: International Harvester is spending \$5,000 to promote a one-shot program.

The 55-minute show will be carried 4 April over the full NBC Radio network, costing around \$40,000 in time and talent. Y&R is the agency.

The exploitation campaign includes three-color posters for dealers, complete station promotion kits, and a contest for station promotion managers.

(Further details in WRAP-UP, page 60.)

Other top stations are talking about adopting the form which WGN, Chicago, has set up for keeping mail order advertising on the level.

The form, which covers all facets of the product's cost and distribution features, must be filled out before the business is accepted.

An agency specializing in mail order advertising for air media told SPONSOR-SCOPE this week that **this type of business still can be placed in 85% of the markets with populations over 100,000.**

More and more agencies are reacting to the competitive pressure from the top-notchers by recruiting experts in marketing strategy and research.

Latest case in point is **Anderson & Cairns**, which bills around \$6 million. A&C this week brought in **David L. Hurwood** as director of marketing and advertising research.

He put in two years with Y&R in marketing, before that handled sales and promotion for the textile division of **Drake American Corporation**.

Colgate's recent tendency to refrain from making long-range advertising plans may result from what's been happening to its domestic net income.

The company's annual report, just released, shows:

Domestic net income in 1956 was \$5,182,000, compared to \$9,260,000 in 1955. Worldwide net income was \$10,518,000 vs. \$14 million in 1955.

Indications of how this has affected Colgate's ad behavior are these:

- It spent \$5 million last year to introduce **Brisk** dentifrice. This year Brisk's quarterly expenditures are based on the brand's performance.
- About \$4.5 million was spent last year on **Fab**. To spruce up sales of this brand, a budget of \$2.5 million was set aside for the first four months of 1957.
- In discussing its 1957-58 network tv programing, **Colgate** has intimated it would prefer not to get involved in long-term commitments.

Network tv grossed 11.9% more this January than last.

PIB's tally was \$43.5 million. The gain by networks was: ABC TV. 4.1%; CBS TV, 13.5%; NBC TV 13.3%.

The rush to 1-minute commercials in late film shows (at the expense of 20-second spots in earlier shows) seems to have subsided among the network's tv stations in New York.

In the transition, which started early in the year, gaps were opened in the early evening; but these availabilities, with the exception of some fringe spots, have been gobbled up the past two or three weeks.

In short, a kind of equilibrium has set in.

Do the secondary market proprietors put up a hard enough fight for their share of national spot tv business?

SPONSOR-SCOPE this week put that question to important agency buyers, and was told that there was room for more effort and sharper techniques.

This is what the fellows in the buyer's seat say:

- Too many broadcasters sell with "cold" figures from the book; they don't put the "hot" on the figures to show why one market is better than another.
- Few suggest that it might be to the advertiser's advantage to pare money in one market and allocate it to an adjacent area and give good reasons why.
- **They give up too easily:** After being turned down on several campaigns, they usually don't come back fighting even harder with some more facts about the market when another campaign is on top.

(See 6 April issue for article, "You're Missing the Boat, Mr. Broadcaster.")

Women may not be as addicted to westerns as men and kids, but they love them plenty nevertheless.

As a measure of their interest, note the following clue obtained from Nielsen by SPONSOR-SCOPE:

"If we set the amount that women watch the average tv show at 100%, then **89% of the average woman audience watches westerns.**"

This figure is based on westerns telecast last winter.

Tv can point to Scott Paper as one of its shinier successes: The company will spend around \$10 million in the medium next season as compared to \$6 million during 1956-57.

In nighttime network Scott will sponsor a **Gisele MacKenzie** show Saturday, as well as **Father Knows Best** on Wednesday. The simulcast with **Arthur Godfrey** will continue. In addition, about \$500,000 worth of time is being bought again on **CBS Radio**.

American Dairy Association said this week that it will use a chunk of its \$5 million ad budget for radio on NBC next season, plus sponsorship of **I Love Lucy** reruns on CBS TV.

Radio is a newcomer to the association's advertising activities.

Incidentally, thus far CBS TV has three customers for **Lucy** reruns. Thus **lovers of Lucy** may be able to see two reruns per week as well as a new hourly version once a month.

Independent packagers are getting a real mouthful of the network tv programming pie this season.

SPONSOR-SCOPE broke down the 108 *nighttime* sponsored network shows listed in the 16 March Comparagraph and got this analysis:

INDEPENDENT PACKAGERS	WHOLLY OWNED BY NETWORKS	NETWORK-INDEP. PARTNERSHIPS	AD AGENCY PRODUCED
64%	16%	15%	5%

Note: The share of the independent packagers actually is much greater than 64%, since they have a strong hand in the "Network-Independent Partnerships" category.

NBC TV continues to pile up daytime business.

SOS this week bought three quarter-hours per alternate week (most of this money is being transferred from the Bob Crosby and Garry Moore CBS TV shows).

According to NBC TV sales, the pace of new business is creating a daytime problem: balancing the newcomer products with those already on the schedule.

The RTES roundtable luncheon at the Roosevelt, New York, Tuesday (26) developed into an open season for blazing at NCS #2, which has been under fire from stations and reps since its release late last year.

John K. Churchill, Nielsen v.p., who was on the receiving end of queries from rep and station people:

- 1) Implied the percentage of personal interviews was adequate.
- 2) Denied the radio and tv questionnaires were "mixed."
- 3) Defended the use of the "open-end question" against attacks by Robert Hoffman, promotion-planning director at WOR, New York, who charged that the NCS method "short-changed" radio.

Agency confusion about NCS #2 was reflected in comments by Robert Kibrieck, of K&E, who said (a) stations have not helped buyers use NCS properly, (b) NCS is not used adequately because some agencies don't know how, and (3) he thought agency and station people ought to set up teams to make recommendations on effective use of the service.

Among the other participants were Dan Dennenholz, Katz Agency research chief, who said projecting ratings figures to a station's full coverage area was impossible statistically; and Ward Dorrell, Blair research head, who twitted Nielsen on its use of mail ballots in light of its attacks on SAMS four years ago.

For CBS, Inc., 1956 was a record year in sales and earnings. The company's annual report contains these highlights:

- Net revenues and sales were \$354.8 million—12.1% over 1955.
- CBS TV's sales were 18.3% better than 1955.
- CBS Radio "continued to be profitable" (no billings were given).
- Operation of CBS-Hytron, the tube and semiconductor division, was unprofitable.
- The record business was hot (up 50%).

The NTA Film Network, which debuts this weekend (4-6 April), plans to keep viewer-interest perking via a continuing promotion-advertising campaign.

Warner-Lambert and Old Golds are co-sponsoring the feature series over 133 stations, with 20th Century-Fox players Debra Paget and Jeff Hunter hosting.

As SPONSOR-SCOPE went to press there were strong indications that the Fowler-Royal Commission report on radio and tv, due for release any day, will turn out a major victory for independent broadcasters in Canada.

The evidences are that the Fowler report will recommend:

- Competitive tv licensing in a minimum of 15 cities, especially the largest.
- The independent broadcasters—as represented by the CARTB—be placed under a separate regulatory body, akin to the FCC, and free of CBC's authority.

These have been the top issues that the private broadcasters have been fighting for in recent years.

Arthur Porter, JWT director of media, assured the CARTB, assembled in Montreal this week, that agencies and advertisers realized radio has anything but lost its punch or ability to sell mass audiences.

He outlined what he thought was the most effective strategy for radio's use.

For other news coverage in this issue, see Newsmaker of the Week, page 5; New and Renew, page 49; Spot Buys, page 54; News and Idea Wrap-up, page 60; Washington Week, page 69; SPONSOR Hears, page 72; and Tv and Radio Newsmakers page 78.



NETWORK QUALITY

at the local level!

"Spectacular" from Houston

The Houston Rodeo, starring Roy Rogers and Dale Evans, was carried by NBC as a Chevy Show "spectacular" via the production facilities and engineering of KPRC-TV. Forty-five KPRC-TV personnel, seven cameras (two suspended from the Coliseum ceiling) and 275,000 watts of additional lighting were used for the hour-long program which included live commercials from the rodeo arena and the KPRC-TV studios.

KPRC-TV experience, instrumental in the success of this show, is equally important to your Houston selling success. Buy KPRC-TV and know you're right in the Houston market!

KPRC-TV
HOUSTON

CHANNEL 2

JACK HARRIS

Vice President and General Manager

JACK McGREW

National Sales Manager

EDWARD PETRY & CO.

National Representatives

KPRC-TV . . . FIRST IN EXPERIENCE WITH OVER 900 MAN-YEARS



Now Nielsen's NCS#2 Confirms Individual City Ratings:

Only

3

STATIONS

are **POWERFUL** enough
and **POPULAR** enough
to cover

ALL 3 MAJOR MARKETS
of Southern California . . .
LOS ANGELES, SAN DIEGO,
SAN BERNARDINO.

**Of this top trio
KBIG is**

- ✓ **the only independent**
- ✓ **the least expensive**
- ✓ **second in cost-per-thousand**
- ✓ **third in total audience in Los Angeles, San Diego, Orange, San Bernardino and Riverside counties—**

Any KBIG or Weed man would like to show you the documents.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOLLYWOOD 3-3205
Nat. Rep. WEED and Company

Timebuyers at work

Fred Spruytenberg, SSCB, New York, buyer for Lifebuoy, comments: "Buyers who have spent the winter building up their spot tv schedules should watch the fall programing plans of the networks. Successful spot schedules are not bought over-night. They are the result of many months work—of improving, through switching, as better-rated spots adjacent to top network programs become available. The networks are now finalizing program schedules for the fall. Shows will be dropped, new ones will be added and some may switch to new times. These changes will effect the type of audience for the 20-seconds and I.D.'s. A spot purchased because of the audience for the preceding and following shows, may not be desirable in the fall. Also, network changes will force many spot clients out of good franchises due to competitive advertising on the network. Consequently, the buyer must keep up-to-date on changes by reading trade papers and through network contacts. He will then be in a position to know what changes will have to be made. With his knowledge of the network situation, he can secure the best spots for his clients."



Jack Bray, Cunningham & Walsh, New York, buyer for Texaco, comments: "It is most heartening to see the conscientious efforts of the Station Representatives Association and the Four A's to rescue the buyer from the inundating tide of unnecessary paper-work. The varied and diversified availabilities, confirmations and contracts

have become impossibly complex. Thorough analysis and consequent simplification of these forms are indicative of the healthy strides being made in this young industry. Since it may be some time before these efforts bear any real fruit, the buyer himself meanwhile must clear some of the 'paper-haze.' By scrutinizing buying procedures, he could do much toward eliminating any time-consuming or duplicated effort. The

mechanics of a 'buy' should be well-oiled: the operation from buying to billing should be cohesive. The buyer's real value is in his ability to carry out the marketing strategy of his client by skillful purchase of time. He knows the merits of the product, where its big markets are, and the people who buy. This can only be done if he is not delayed by complex forms or antiquated procedure."



STACKED IN YOUR FAVOR!

MARTIN
BLOCK

THE
Original
MAKE-
BELIEVE
BALLROOM

NOW
11:00 to
12:00 noon

AND
3:00 to
6:00 pm

NOW
AVAILABLE
FOR
ET'S



contact WABC SALES DEPARTMENT,
39 WEST 66th ST., NEW YORK CITY,
or your nearest Blair Representative

WABC Radio 770 kc

50,000 "W,

Agency ad libs



WENATCHEE, WASHINGTON

5000 W
560 KC

*Serving an Area with
116,594 Radio Homes
20,000 Farm Radio Homes
\$438,983,000 Retail Sales
IN MARKET AREA*

•
We Guarantee
to deliver results from
your advertising investment

2 to 1
OVER ALL OTHER
NORTHCENTRAL WASHINGTON
MEDIA

•
National Reps
Forjoe and Co., Incorporated

Portland & Seattle Reps
Art Moore and Associates

KPQ WENATCHEE, WASH.
Selected ABC and NBC Programs
Interspersed with Local Programs

Sponsor phobia hurts Hollywood film

The four motors of the DC-7 are droning monotonously. Los Angeles is about two hours behind us—New York five ahead and I'm trying to think of what impressed me most (other than the sun) about my week in the Movie Mecca of the Universe.

I think it was today's complete acceptance of the medium of tv. It's been a long segue (six to seven years) only recently completed by the release of hundreds of features to tv stations, the entrance into tv production by the major film producers, as well as the number of *network* names blasted over the PA system at the Beverly Hills Hotel pool.

I ran into another phenomenon, too. One most interesting in its effect on the people in the film business, yet disconcerting in its effect on television itself.

Not once but many times and with many different people I was asked my ideas of the various "don'ts" of television. I was asked to describe the taboos as I knew them and to list whatever sponsor-phobias I had encountered. "Is it all right to do thus and so?" "Do they mind this?" "Do they prefer it this way or that?"

The attitude means two very different things. First, on the positive and pleasant side, it demonstrates beyond a doubt, that Hollywood wants to work in tv, to make product for advertisers, to please agencies and to build a rapport with the network heads in New York City. All to the good! Such was not generally the case a few years back. The resentment of what tv was doing to theater box office was too deeply rooted. Likewise their fear of the motion picture exhibitors.

But these fears have adversely affected the quality-of-product being turned out by Hollywood for television. And, I'm afraid,



Hollywood isn't sneering anymore, reports Foreman, it's whole hog with tv

KRON is TV in SF



San Franciscans are sold on KRON-TV



S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

IT TAKES A
SPECIALIST
TO CATCH (AND HOLD)
the audience

*in Louisiana's
2 biggest markets*

In SHREVEPORT
KC1J
Country-Western Specialist
First among "indies" in the 35
county-parish ARK-LA-TEX
area*—and second only to
the 50,000 watter—but
at nowhere near the
cost!
• Pulse, Mar.-Apr., 1956

In NEW ORLEANS
WMRY
Negro Programming Specialist
Average quarter-hour ratings of
7.4!*—delivering 42% MORE
audience than the second
station in the Negro
market; 85% MORE
than the third
station!
• Pulse, Sept.-Oct., 1956

KC1J WMRY
The BIG City Station
with the
Country Flavor
5000W 980 KC 1000W 600 KC
"The Sepia Station"

Southland Broadcasting Company
Mort Silverman, Exec. V.P. & Gen. Mgr.
GILL-PERNA, INC. — Nat'l Rep.
New York, Chicago, Los Angeles, San Francisco

they will affect us even more visibly in the season ahead. This is far from healthy.

Consider the tremendous reservoir of talent on the Coast. By talent I refer not merely to on-camera personalities but to those whose talents lie in the writing, casting, directing, editing and producing fields. Despite this there is a humdrum mediocrity about most of the filmed series made in California for television.

Some of this is attributable to the fact that the really top-talents are still reserved for big screen production while the lesser skilled have been given the tv assignments. Some is attributable to the strangeness of the new medium—working in series, producing for budgets and time schedules completely different from any they've ever been held to. But most of it is, I believe, the direct result of the Sponsor Phobias just mentioned.

So much has been said and written and imagined in Hollywood about the quirks of advertisers and the straightjacket of advertising that Coast tv people are gun shy! They've heard too much talk about what sponsors *won't* do and what agencies are sure to avoid and what a certain ad manager likes and what a specific corporate president's wife once insisted upon. No wonder they figure the middle of the road is the only safe place to travel.

It isn't! Believe me! There's plenty of room (a crying need in fact!) for fresh material well done. For a real adult approach! Product such as this will sell—and fast! For every company which looks no farther than its slide rule, there are five advertisers with a sense of pride, responsibility and taste. And at every network, as well as in every ad agency there are dozens of people looking—even straining—to find programs to telecast which will give real satisfaction to those connected with them. Include me, if you please.

"An adman ad-libs on tv"

A 192 page book of selected Foreman columns from SPONSOR, released by Hastings House Publishers, Inc., is now in your bookstore. Bob's pungent commentaries on the broadcast industry and his keen analysis of its problems are illustrated by Al Normandia.

The book, excerpted from columns which appeared in SPONSOR over the last five years, offers an 8-fold approach to the media:

- (1) The agency and its denizens
- (2) Nuts, bolts, commercials
- (3) The audience, confound 'em
- (4) Sponsors, the care and feeding of
- (5) The fine art of video
- (6) Research—if you can call it that
- (7) The one without pictures—radio
- (8) Color or hue, whew!

It adds up to an encyclopedia of entertainment and information. 192 pages, illustrated. retails for \$4.50.

COUNT ON
SUCCESS

1-2-3

12
OF TELEVISION'S

WESTERN

the best from the West!

stripped by stations
everywhere, with huge
Monday-thru-Friday cumulative
ratings that are giving competing
shows the old "1-2-3"!

OPEN THESE DOORS

STRIP FOR

TV'S MOST PROFITABLE HOUR STRIP!

GENE

AUTRY

56

starring
in

hour-long features

made by Republic Pictures
Corporation and available
to local advertisers and stations

★ 50% adults every time!

★ National spot
advertisers like Alka Seltzer, Montgomery Ward, Arrid, National Dairies, Chef Boyar-dee, Poll Parrot Shoes, Reddi-Wip, Prince Macaroni, Hostess Cup Cakes, Top Value Stamps, Wonder Bread, Nabisco, My-T-Fine, Baker's Chocolate, Bosco, Toni, Revlon, Snow-Crop, Robert Hall Clothes, Beeman's Gum



mca
tv
Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

ACTION!

CONSISTENTLY OUTRATES COMPETITION!

ROY ROGERS



starring
in

67

hour-long features

made by Republic Pictures
Corporation at an original
production cost of
\$250,000 each!

★ Low, low cost per
thousand for kids and adults

★ KDKA Pittsburgh has just
bought multiple runs of all 123 features and
will devote 5 hours a week for 2½ years to
WESTERN FEATURES STARRING GENE AUTRY
and WESTERN FEATURES STARRING ROY
ROGERS. Call us about sensible price patterns
whether for one, two or three years of pro-
gramming!

mca
tv

Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS



COUNT ON SUCCESS... RATING SUCCESS... SALES SUCCES
WITH THESE 123 FULL-HOUR WESTERN FEATURES

56
STARRING
GENE AUTRY

67
STARRING
ROY ROGERS



WITH HOLLYWOOD GREATS LIKE

Jimmy Durante

John Carradine

Ann Miller

Dale Evans

Ann Rutherford

Sterling Holloway

Andy Devine

Paul Kelly

Buster Crabbe

Gabby Hayes

Sons of the Pioneers

Gale Storm

give a hoot and a holler to
your representative at

mca tv

598 Madison Avenue, New York 22, N.Y. (PLaza 9-7500)



and principal cities everywhere

49th and Madison

Is the creative man obsolete?

Your article on the need for creative people in advertising will certainly help to wake up those who are being conned by the fancy presentation "scientific" boys.

Elihu E. Harris, president
Donnell & Harman Inc., New York

Friday night I returned from a trip to Nashville. It was snowing there and my feet got wet. My plane was late and the airline lost my baggage. When I got home, my kids were fighting and my wife nagged me.

I went down to the office early Saturday morning and started to plough (no relation to Abe) through the white mountain of paper which had accumulated in my absence. About three in the afternoon, I finally got down to the trade press.

Then I hit page 30 of SPONSOR and suddenly the sun came out!

Robert B. Jones Jr., v.p. & gen. mgr.
WFBR, Baltimore

Hooray for your article "Is the Creative Man Obsolete?" in SPONSOR. And hooray for Joe Katz and Charlie Brower.

Ed Kobak, Sunshine Plantation
Thomson, Georgia

• Thanks to the many readers who commented on Joseph Katz' article "Is the creative man obsolete?" It appeared in the 9 March 1957 SPONSOR.

Talent with sales ability

I want to tell you what a marvelous job you have done on the weekly SPONSOR. The make-up job is terrific—easy to read—easy to digest—a real "busy-man's magazine."

I couldn't help but shout a hearty "A-Men" to Joe Csida's column in January 12th issue. Sales people have long yearned for silver-tongued talent who spend as much time wondering about *sales results* as they spend wondering about their profiles.

Let's hope that Joe's prediction that "more talent will work on sales" can foretell an era of better understanding of broadcasting's *real* objective. Let's

change "the view from cloud nine" to "the view from solid rock nine."

Again, congratulations on the book. It's the *greatest*.

Robert H. Walton, *local & regional sales manager, WSPA-TV Spartanburg, S. C.*

New Comparagraph format

We have always used the SPONSOR network comparagraph, but we find its new format of even greater assistance. Particularly, the alphabetical listing by program title is of great help.

Frank Pellegrin, v.p.
H-R Television, New York

I would like to congratulate you on on the many excellent features of your publication and in particular, the new "Comparagraph," as it has appeared in the last two issues.

Walter M. Windsor, *general manager, KCMC-TV, Texarkana*

Tv artist helps capture crooks

CHCH-TV artist Larry Russell made a sketch depicting how three armed men held up the Royal Bank of Canada branch at Waterdown and escaped with \$10,000. It also showed how, within 15 minutes of the alarm, com-



Chief Hendershot guides Russell's sketch

bined efforts of Waterdown, East Flamboro, Hamilton and Ontario Provincial Police resulted in capture of one suspect, and eventually capture of the other two—as well as recovery of all but a few hundred dollars.

S. F. Habberfield, *promotion manager CHCH-TV, Hamilton, Ontario.*

GUARANTEED DELIVERY*

AT LOWEST COST
PER THOUSAND



573,000

SPANISH-SPEAKING
LOS ANGELES MARKET
WITH A PURCHASING
POWER OF MORE
THAN \$1,300,000
PER DAY!

THE BRANDS THEY
BUY MOST ARE
THE PRODUCTS
ADVERTISED ON

KWKW

THE ONLY ROUND-
THE-CLOCK SPANISH
LANGUAGE STATION
IN THE LOS ANGELES
AREA.

Complete information—including audience, market and product preferences is available.

YOU CAN REACH THIS
CITY-WITHIN-A-CITY
ONLY THROUGH



L.A.—RYan 1-6744

S.F.—Broadcast Time Sales

IF you want
SALES
RESULTS
in Shreveport's
RICH NEGRO
MARKET

(and it's a big one!)

KANV
is THE station!

. . . because KANV is the ONLY ALL NEGRO PROGRAM station in the Shreveport area.

. . . because Negro families in this area *make more* and *spend more* on the average than in other Southern cities like Dallas, Little Rock and Jackson. (U.S. Census)

. . . because KANV personnel *know* their audience—know how to sell their audience. This experienced team is ready to help with your sales problems at the local level.

. . . because KANV rates are low.

. . . because KANV gets results. Sponsors not only renew but increase their schedules.

GET THE PROOF
of **KANV** results!

It's yours for the asking.

Write, call or wire the KANV Representative in your area—NOW!

KANV

1050 kc - 250 Watts - DAYTIME
the ONLY ALL NEGRO PROGRAM Station in
SHREVEPORT, LOUISIANA

Women's week

Lady rep president: A woman made news among reps this week: Peggy Stone was named president of Tv-Radio Representatives, succeeding Harry S. Goodman who becomes chairman of the board. Peggy's promotion to president comes to her after nearly three decades in the broadcast industry.

Spring moving day: Gals who're moaning and groaning this week about the prospect of moving from one apartment or one home to another should be glad they didn't have to face the moving job Florence Richards masterminded recently. Florence handled McCann-Erickson's move from Rockefeller Center to 485 Lexington, a 2,000-employee migration. She also dealt with architects, figured out the decorations for the giant agency's new streamlined offices.

Income tax tip: Wives who'd like to help their husbands save money on income tax should take note of this advice from Max M. Green, C.P.A. One way to make business entertainment deductions easy to prove, particularly in advertising where at-home entertaining is frequent, is to have wives pay their grocery bills with checks and attach itemized grocery bills to the cancelled check.

Tv's professional hazards: Is tv glamorous and romantic? Not according to BBDO tv producer Nan Marquand, who handles the Revlon commercials.

"Tv kept me unmarried until a year ago," she told SPONSOR. "After all, what man takes kindly to a gal who works till 11 p.m. and midnight five nights a week?"

The man who finally understood Nan's problem is Don LaVine, tv copywriter at McCann-Erickson (on non-competitive accounts). "We met when I produced the commercials he wrote," says Nan.

Copy women: A checkup this week shows only two of the top 20 tv-radio agencies have lady creative directors on a vice president level: Compton's Muriel Haynes, v.p. and associate creative director, and McCann's Margot Sherman, v.p. and member of the creative plans board.

Neither one of these two creative directors sees copywriters in terms of their sex where assignments are concerned. "Women copywriters don't have to be confined to powder puff stuff," says Margot Sherman. "We even have a woman copy group head, Mary Reilly, on Chrysler Imperial. But by nature women tend to be more at ease and more knowledgeable about foods, fashions and general areas involving taste."

Can men write for women? Among tv copywriters, this question can always start a good argument. And in a recent study of tv commercials, Horace Schwerin of Schwerin Research Corp. came up with this pointed observation: Many tv commercials are less effective than they could be "for reasons that would probably leap to the eye of a good woman copywriter."

CAPITAL BOOM...

• • • • IN BABIES !



Washington is full of surprises these days . . . the kind that can mean a bundle of joy to advertisers as well as parents. For along with the Capital's expanding wealth and economy, and its bulging metropolitan boundaries, has come a proportionate increase in *brand new prospects*.

Due to the high birth-rate — close to 48,000 last year alone — more than 35% of the metropolitan area's population is now made up of children under 18 years of age. Many in this age group are active buyers already. All of them will be in the near future. *Right now* they are establishing

important brand-loyalties that may well last a life-time.

WRC and WRC-TV, Washington's *Leadership Stations*, are firmly established with this growing audience of youngsters. And programming with special appeal and interest is attracting them in greater and greater numbers. In appropriate time periods, WRC and WRC-TV now broadcast 50 hours for this age group *every week*!

That's another reason more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY **NBC SPOT SALES**

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

All three agree!



KOWH is No. 1 in Omaha audience!

Take Pulse, for example. KOWH is first in 216 out of 240 daytime quarter hours. More evidence, added to previous data, of KOWH's decisive dominance of Omaha radio.

Feb.-March Hooper has KOWH out in front, too, as ever!

Trendex gives KOWH top spot, too.

This is the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage *continue* to make possible for national and local advertisers. Results prove it, too.

Get Adam Young's point of view . . . or talk it over with General Manager Virgil Sharpe.

Latest Pulse says:

KOWH leads next independent by nearly

2 to 1

The Storz Stations
Today's Radio for Today's Selling

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

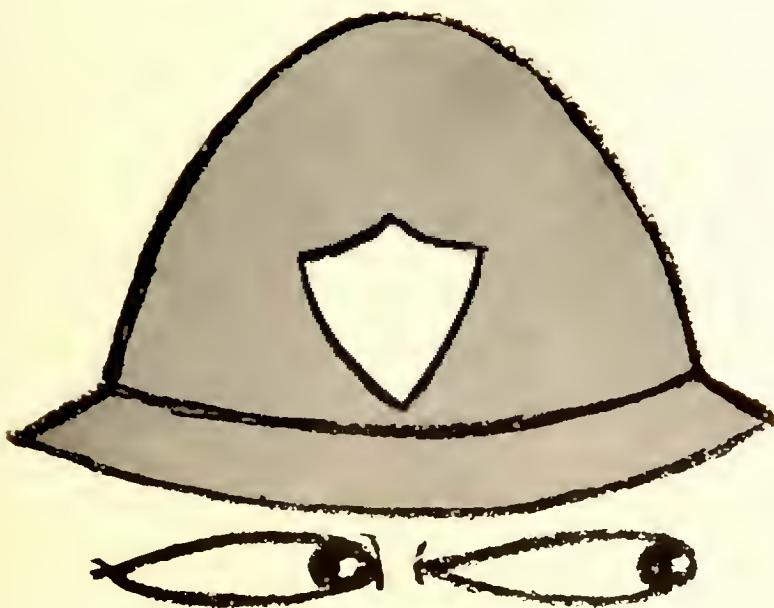
Represented by John Blair & Co.

TODD STORZ,
President

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young Inc.



Guaranteed to cure...
Dermatologists always recommend...
Every wrinkle gone in five days
You cannot fail to...
A sewing machine for only ...

THE FTC CRACKDOWN

Who will it hit? Big-name sponsors expected to be among those cited as result of \$100,000 tv monitoring project

WASHINGTON, D. C.

The \$100,000 Federal Trade Commission project for monitoring television commercials is about to bear its first fruit.

In the near future—days or at most weeks hence—FTC will file a series of complaints aimed at choking off the current copy claims of a group of tv advertisers.

The group will probably include major advertisers as well as small-time “schlock” accounts.

Drug and cosmetic accounts will probably be hardest hit among the national and regional advertisers cited.

The complaints will probably be

serious and unusually well documented, befitting a group of actions probably intended as precedent-setting. In a sense what the FTC may be about to do is to spell out this warning to the nation's tv advertisers:

- That the FTC's tv monitoring program means business.
- That the types of cases chosen for action now are those which FTC regards as the most important offenses against the public interest.
- That the tv advertiser must work more closely than ever before within the bounds of concern for honesty and for protection of the public's welfare.

What's different about the impending FTC crackdown is that it may include, insofar as SPONSOR could learn from informed sources in Washington, big names in advertising as well as the “bait-and-switchers” and fast-buck local-level operators who have more often been FTC's target.

One of the companies which may be included in the first round of FTC actions is a major tv spender whose recent-years success has been built largely around smart program buying.

A batch of products which still use white-coated tv actors to lend medical authenticity to their health claims are

Congress hypoed television check last year with extra \$100,000 appropriation pegged for live monitoring by lawyers

also believed to be high up on the commission list.

Whether the FTC actions come in a quick burst, as SPONSOR believes they will, or a decision is made to space them over a period, the climate is ripe for more thorough perusal of copy claims in general and tv in particular.

Admen have been watching the FTC with special interest since last October when its first regular live television monitoring program began.

There's another Congress-inspired hooker. FTC and the Federal Communications Commission now have an interchange of information, with FCC alerting tv and radio stations carrying advertising on which an initial complaint has been filed. The tacit implication: that a station can jeopardize its license renewal if it persistently carries advertising offensive to the public and or the FTC. (See SPONSOR, Washington Week, 19 January, 2 March, 1957 and Sponsor-scope, this issue.)

It's this post-October monitoring which is expected to provide a basis for the rash of complaints now in the final processing stages at FTC headquarters in Washington. SPONSOR, in checking FTC officials and others in New York and Washington, got con-

firmation that these complaints are imminent. Just how many will be filed is still FTC's secret.

The stage was set for a close watch on tv last fall when the House lopped off \$100,000 from the Commission's requested 1957 fiscal budget. This was then restored by the Senate with the stipulation that the money be used for special tv monitoring.

Since then FTC has set up a system under which some 130 of its attorneys in the field conduct air checks for specified periods of time each month. They take exhaustive notes of their impressions of the visual elements in the tv commercials and use tape-recorders for the audio portion.

Attorneys are assigned these monitoring duties for the simple reason that only a lawyer knows the federal law and can correctly apply it to what he sees on television. (For a long time the FTC used a crew of clerical workers to screen advertising claims but since 1954 it's found a smaller staff of lawyers can handle this work faster and more effectively.)

How does an advertiser get his name on FTC's gray or black list? In most cases, according to FTC officials, the initial complaint comes in from a customer or from a competitor. The com-

plaints directly reflect the economy.

In today's buyer's market, money is tight and competition is tough. So the consumer is more likely to complain if he thinks he's been gypped; and the competition is more prone to file a critical charge against a rival manufacturer. This is why the number of initial complaints is increasing and why the workload is heavier.

FTC isn't singling out tv alone for attention among advertising media. All media remain under close scrutiny. Nor is tv regarded as notably offensive—in terms of the percentage of advertisers whose claims are dubious. But tv gets stepped-up scrutiny under the new monitoring program (although FTC has monitored tv less exhaustively since its inception).

As one observer pointed out, it's the fact that television is persuasive over and beyond any other advertising medium which tends to magnify offenses in tv copy. Mail order schemes which may have gone virtually unpublicized in the back pages of magazines and newspapers become *causes celebre* when put on the tv airwaves. In particular, bait-and-switch tv advertising lit the fuse in Congress for the present FTC monitoring program.

Ironically, tv bait-and-switching is on the decline, according to Albert G. Seidman, manager of the FTC's New York office, one of nine such branches in the country. He says fewer advertisers are using television to advertise storm windows—as an example—for



Biggest advertising marketplace, New York area, is checked by Albert G. Seidman, manager, and staff of 30 attorneys. Biggest violators in tv: non-network spot and participation buyers



Headquarters monitors in Washington include (l. to r.) T. Harold Scott, legal adviser in broadcast media; Charles J. Connolly and Leo J. Kriz, project attorneys. They watch tv sets in field, tape audio



FTC Chairman John W. Gwynne checks hog medicine in "racket room," where product exhibits are kept after formal complaints are filed

\$9.95 when they actually cost five times that.

What are television copy's biggest offenses? The same as those in all other types of advertising, according to Sherman Hill, chief project attorney for the Commission in Washington.

His advice to the advertiser is simple: "Be honest."

Honesty, of course, has many definitions. The basic statute under which the FTC operates, investigates and legislates a complaint, calls advertising claims unlawful if they use unfair methods of competition or disseminate falsehoods. FTC has broad interpretive powers and broad investigative powers to match these broad supervisory realms.

What advertising, specifically, is illegal? Technically, any which is "misleading in a material respect." This is where interpretation comes in. Can you, as a cigarette advertiser, say your tobacco is the finest? Yes. But can you say smoking X brand is better for your throat? No.

If you import a perfume from France, you can call it French perfume. But if you make it in Jersey (as happened in one case) and use French words to advertise it, you're misleading the public deliberately.

You're on particularly touchy ground if you're in the food, drug or cosmetic business—because these are directly connected with the public health. Advertising claims of these products get the closest scrutiny. In general terms, however, any advertising is in for a second look and possible FTC action if it: (1) is dishonest; (2) is unfair, taking improper advantage of a competitor; (3) misrepresents, defrauding the public and so injuring a competitor; (4) imitates a competitor's trade marks or merchandise, passing off one's goods as those of another and playing upon another's reputation to sell goods. These actions are all condemned by common law, according to T. Harold Scott, legal adviser for radio and television.

This is what happens if your advertising claims fall into any of these vi-

ARTICLE IN BRIEF

FTC is readying a number of complaints against television advertisers after the full-scale launching of special \$100,000 television study of advertising claims commissioned by Congress. Drugs and cosmetics may get hit; manufacturers both big and small.

lations—and if you're spotted by FTC because of a consumer's or competitor's complaint or because an FTC attorney has caught your commercial.

The suspected violation is studied from every legal angle by members of the FTC's own investigative staff. The initial complaint, whatever its source

is documented fully. FTC, for example, has the power to request scripts, transcriptions and kinescopes from stations, networks and advertisers themselves. Then an FTC trial attorney gives his opinion, and if he thinks the complaint is justified it is tried before a hearing examiner.

If members of the Commission—the five commissioners—concur with findings of the hearing examiner that the claims are in violation of the law, they issue a cease and desist order.

This can be appealed by the advertiser in the Federal District Court within whose jurisdiction he operates. And if litigation looks as though it will be lengthy, FTC is empowered to petition for a temporary injunction until the final decision of the court is given. This is when the public is in jeopardy, as with some drug items. If the advertiser doesn't appeal, the order to cease and desist is final in 60 days.

(Please turn to page 74)

LOOK MA, NO WORDS!



**Sohio tv commercial dramatizes new gasoline by
omitting spoken copy, substituting modern music**

CLEVELAND

It sometimes takes the most conventional of clients to sail for a radical idea. Standard Oil of Ohio, which is now using one of the first wordless commercials in tv history, is about as good an example as you could find.

The company is conventional in terms of the stock meaning of the word. It's a large, efficient business. It manufactures traditional products—gasoline and motor oil. Despite these characteristics, however, Sohio is far from staid—and it never could be called unimaginative.

Willingness to accept new things on the part of company officials and its advertising manager, Frank Kolb, are directly responsible for the adoption of a radical commercial television idea propounded by McCann-Erickson, Cleveland. The idea: selling a new gasoline product with mood and music rather than with people and words. This meant selling gasoline *concepts*, and McCann chose geometric shapes, movement and original music to do it.

Sohio okayed the campaign objective, the commercial technique, the final storyboard and the final animation print and spent \$8,000 for a 20-second film spot to be shown only in its Ohio distribution area.

This is the story of that 20-second film, a unique venture into the realm of people-less and speech-less television.

Sohio began marketing Boron gasoline in October 1954 as the first automotive fuel containing the element boron. Company automotive engineers, after years of experiment, dis-

covered a way of blending boron into high octane gas so that the basic formula of the fuel was actually changed. This first product was Boron Supreme and it clicked fast with the Ohio motorist. McCann reports it "registered immediate and substantial acceptance, and within a year it outsold the next seven leading premium gasolines, combined, in the state."

Then came 1956 and the flood of major gasoline manufacturers who either boosted octane ratings of their premium gasolines or added third grades formulated to match the demands of higher compression engines. Sohio decided to increase the octane rating of Boron and manufacture a super grade. The brand name: new Boron Super Premium, with the highest octane ever offered Ohio drivers.

With the marketing pattern set, Sohio turned to the advertising strategy. Television has long been a major medium for the company. Out of a total ad appropriation of \$2.5 million to be used on consumer advertising within the state of Ohio, \$1.4 million goes to television. Of this, more than \$300,000 is for announcements. And it was an announcement campaign which got heaviest emphasis in the new product advertising. Robert F. Gibbons, director of radio and television for McCann-Erickson in Cleveland, was confronted with the creative problem.

"Where to take the theme? A light, humorous situation seemed out of order for a revolutionary new motor fuel. The product introduction need-

ed transition, with a fresh approach consistent with the product." On this basis, Gibbons theorized as follows, he told SPONSOR.

"New Boron Super Premium promised benefits of more power and more smoothness to the user. The gasoline carried with it a definite connotation of truly modern scientific discovery. The words which would tell the new story might well be 'Boron Super Premium with the highest octane ever offered Ohio drivers . . . power, power, with smoothness . . . all the Boron Benefits'."

Looking for a different approach, he thought: "Instead of using an announcer's voice or voices to speak about these copy points, why not convey the same thoughts in a fresh, different way? Why not find rich musical sounds that could say the words as the viewer saw them on the screen?"

Sohio had long used novel approaches in its broadcast copy and particularly in its tv announcements. But it had never gone quite this far out into left field. Its record of distinction in advertising, and in the minds of Ohio motorists, had been established to the point where major competitive national brands were considered smaller than Sohio, a regional. Sohio got this impression of bigness and solidity by saturating the Ohio market. Operating in 88 counties, it maintains more than 4,000 gas stations, of which 375 are company owned.

While they like to look big, Sohio officials also seek to show that the big-



ness is nevertheless human. Humanity, combined with imagination, was the aim of the voice-less 20-second film for Boron Supreme.

The first step was to find the sounds which would illustrate the copy points and sounds meant music. Gibbons knew the problem of communicating this concept would be difficult so he flew to New York to confer with Phil Davis of Phil Davis Musical Enterprises.

"Having worked with Davis on more conventional kinds of music and jingles for years, I knew if anyone could put this one on paper in musical form it would be Phil and Nemo Paul, his arranger-partner," says Gibbons.

"We discussed the challenge of putting the new Boron copy theme into 18 seconds of what I hoped would be a series of modern symphonic sounds. They were delighted, although they'd never composed exactly this way before—and in 18 seconds! Within two weeks, the music was written and scored for 24 instruments."

Gibbons' most specific instruction before the first note was set to paper: "I want it to sound something like Bela Bartok!" (the modern atonal composer).

Davis was happy about the whole project but a bit puzzled. "Contrary to standard procedure, we had no script, no storyboard, no preconceived format of any kind. We were given complete freedom to create an 18-second symphony of sounds to describe the product and its advantages without help of voices or announcer. We



Cells used in 20-second film surround Bob Gibbons, tv and radio director, McCann-Erickson, Cleveland

McCann-Erickson had musical score written first, then commissioned a storyboard to match

wanted to give a non-jingle type of treatment with the excitement of fireworks to create an impression of modernity and which would actually suggest the visuals for the film."

Phil Davis and Nemo Paul worked out seven copy points which could be covered musically in 18 seconds, with musical phrases "saying" these words. To take full advantage of musical contrasts and recording techniques, they decided to record each of the seven musical effects as a separate section and then edit them together as one.

Here are the seven musical copy points, how long they run and what they "say":

1. Introduction. "Fission Effect." 2 seconds.

"To achieve in the introduction bars an atomic fission effect that would be automotive rather than electronic in character, we used a choir of trumpets and trombones playing fast repeating notes recorded at slow speed and later played back and re-recorded at double the original speed."

2. Name of product, "Boron Super

Supreme," 3 seconds.

"To establish the name of the product with a solid identifying musical phrase, a choir of French horns was used to sing out 'Boron Super Premium' against a background of sustained chords in the rest of the orchestra."

3. "Highest Octane Power." —2 seconds.

"To describe this most effectively, we used an entire section of string basses and cellos to deliver the deep throated, powerful, ascending musical figure."

4. "Super Premium Smoothness." —3 seconds.

"This suggested a complete contrast

in mood, which was created by four cellos playing rich chords in a smooth, legato style synchronized with a low woodwind figure to maintain the automotive effect carried throughout."

5. "With all the Boron Benefits," —2 seconds.

"This was scored in a happy, bright manner with a gay little half-tone figure in the woodwinds."

6. and 7. "Finest Gasoline You Can Buy Anywhere," —2 seconds, and "Boron Super Premium." 4 seconds.

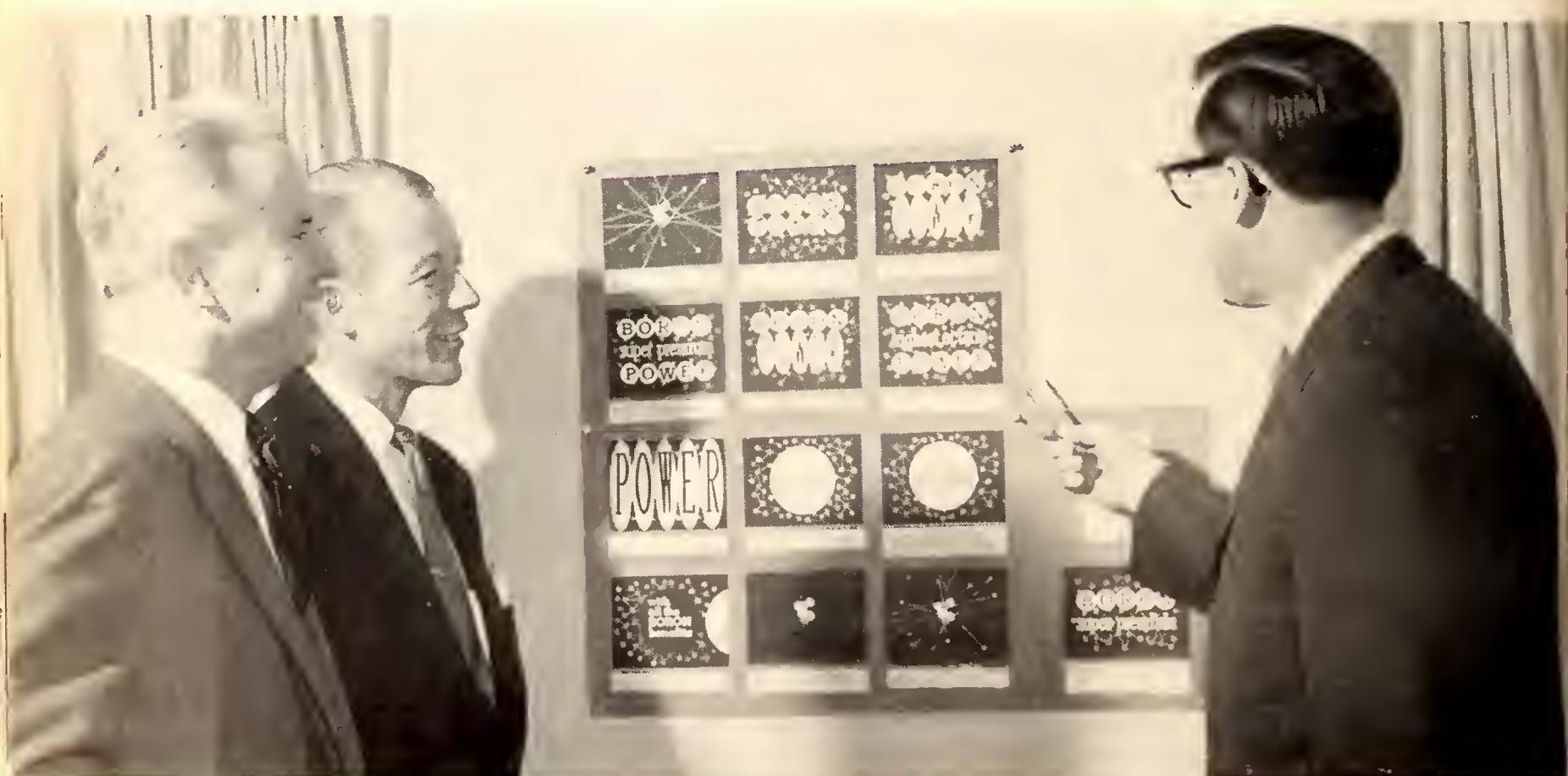
"To accompany this first slogan, the opening atomic fission effect was reprised with a buildup to the title line, 'Boron Super Premium,'" as originally introduced by the French horns. It then developed into full cadence closing."

It took a lot of time to produce the musical track for the 20-second film, says Gibbons. The musicians, alone, —24 of them—spent four and a half hours of studio recording time and did 71 "takes" to provide 18 seconds of music. Four and a half hours of recording ended up with tapes which required six hours to edit.

At this point, McCann commissioned a storyboard to fit the music. Gibbons asked Eric Pomerance of Animation.

ARTICLE IN BRIEF

Voiceless tv is being tried by Sohio in new 20-second announcement which cost \$8,000 and has no spoken words. Modern original music and progressive designs sell concepts of new premium gasoline. Sohio spends \$1.4 million on tv in Ohio, buys shows too



Storyboard is checked by (l. to r.) Frank Kolb, ad manager, Standard Oil of Ohio; John V. Tracy, McCann-Erickson account executive; idea man Bob Gibbons

Inc., to work with him in development of final animation. Geometric shapes, the pace of the movement, the mood of the visuals all matched the copy points picked up in the sound track.

The finished film was slotted on eight Ohio television stations last month for the first time. Viewers in Cleveland, Columbus, Cincinnati and Dayton are seeing something unique on Ohio tv screens—and they love it. According to Gibbons, and to John V. Tracy, group head and account supervisor at McCann, the client is just as happy as the audience.

"Viewer reaction was immediate, and unusually marked, to the point where we are receiving letters and calls commenting on the announcement," says Tracy.

And Sohio's advertising manager, Frank Kolb, says "This new Boron film spot typifies the kind of progressive thinking about its advertising I believe every regional advertiser should have.

"At Sohio, we have come to recognize that even though we are in a market in a limited way, compared to the national advertiser, our sales messages must be equal in quality, design and imagination to any which appear before our buying public. We believe the very uniqueness of our new tv commercial achieves all these. From the standpoint of making our advertising keep abreast and perhaps ahead of the field, we think it fills the bill."

Sohio's consumer advertising includes tv, some radio, newspaper and outdoor. The basis of its broadcast schedule is the *Sohio Reporter*, a 10-minute five-a-week newscast aired in eight tv and 14 radio markets. Spot tv is a continuing supportive effort, with the usual frequency 12 announcements weekly per market. Spot radio is used for special campaigns, such as a saturation drive for a new product which may call for an investment of \$25,000 in a three-week period.

The company's biggest recent broadcast investment was purchase of national tv and radio rights to the Cleveland Browns professional football team. They cost \$500,000 for three years, 1957 through 1959. Sohio, at this point, plans to co-sponsor the games in seven markets on television and to sell franchises in other markets. It may also sponsor the Browns on radio. This summer, it will also co-sponsor Cleveland Indians baseball games in Cleveland only.



James Cash Penney, (2nd from r), talks radio order with (from l), newsman Paul Ruhle; W. C. Hopkins, adv. prom. mgr.; Frank Gay, mgr. both of the Louisville store; and Neal Robbins, WKY account man.

PENNEY MOVING TO RADIO?

One of the J. C. Penney Company's biggest retail outlets has reversed the chain's advertising tradition by buying a continuing radio program schedule and with the blessings of J. C. Penney himself.

Penney, one of the nation's largest chains, operates more than 1,700 retail outlets in cities of all sizes. One of its newest stores opened in Louisville five years ago with Frank Gay as manager. His advertising pattern since: concentrated newspaper space—a Penney tradition—and occasional spot radio campaigns.

For all of these five years, however, a persistent salesman from WKY has bugged Penney's local management team. As 1956 came to a close, Neal Robbins made his most comprehensive Penney sales presentation for WKY.

A 15-minute news program with program director Paul Ruhle, *News According to Ruhle*, had become available. Robbins presented the idea of broadcasting the show as a six-a-week Penney feature Monday through Saturday from Louisville's busiest traffic corner—Penney's own shoe department at Fourth and Guthrie Streets in the middle of the downtown area.

The program department cut specially written Penney commercials, integrated them in a taped version of the newscast which featured Ruhle as Penney's own personal radio spokesman discussing featured items right in the store.

Store staff members liked the personal approach to Penney's sales problems and agreed that the shoe department origination site would pull in-store traffic as well as sales. The order was signed with an early January starting date.

In the second week of the show, James Cash Penney—founder of the retailing empire visited the city and expressed his personal enthusiasm for the record setting radio advertising investment. He participated in a special pre-newscast interview show conducted by Ruhle and outlined to customers throughout the trading area some of the Penney growth and marketing philosophy.

WKY, an independent, programs heavy music and news.

THE LAST CHILD PRODIGY

At age two-and-one-half, Klaut van Dingle was expert on Sears catalogs and medieval mistresses.

Could he save the sagging ratings of a tv quiz?



The letter—to describe it loosely—arrived in the late afternoon at the Madison Avenue offices of Cumming & Gunn Tv Productions, Inc. It bore the postmark, Powder Horn, S. C. It was penciled in a childish scrawl on the reverse side of a diaper label:

Gentlemen:

Could you use me as a contestant on your tv quiz show, *The Egghead Hour*? I am two-and-one-half years old and a specialist on the Sears Catalog. You will find me an authority on Stone Age finger-painting and on the mistresses of medieval kings in the area of South Central Europe. Must rush this to a close as my parents will shortly return from the turnip patch and father doesn't like me to use up his pencil. Please advise.

Sincerely,
Klaut van Dingle

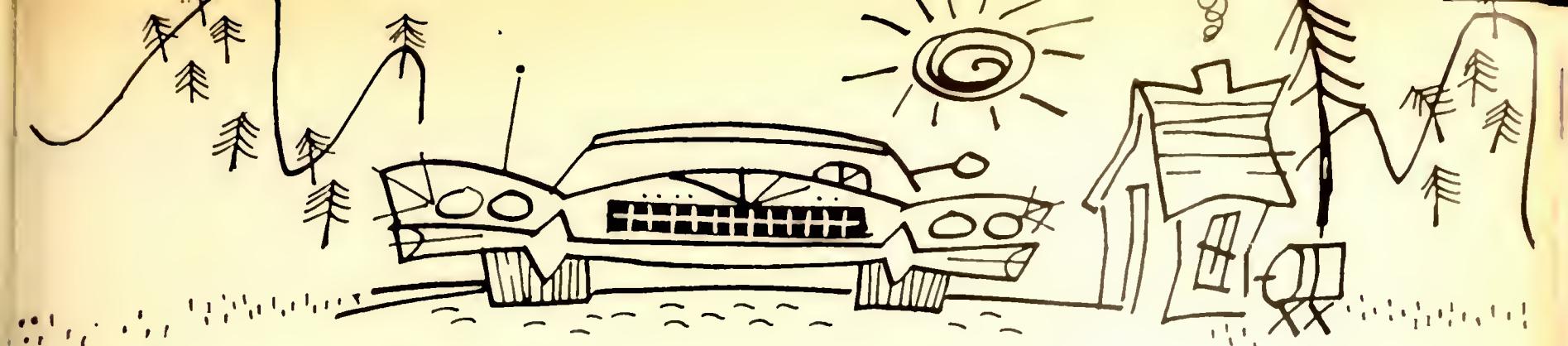
"It could be a hoax," Miltown Cumming said thoughtfully to his partner.

"And it could be salvation," said Presswell Gunn. "Trouble with you, Milt, you always look at things Hathaway. Let's up eye-patches and get a new perspective. We're in trouble ratingswise with all our properties—*Egghead Hour*, *Crack Fort Knox*, *Go For Broke*, and *Out of Mind*."

"You're telling me our quizzes are in trouble," said Miltown. "Clients watching ratings and agencies bird-dogging shows. And what makes the show? What gets the ratings? Warm, lovable contestants! Which we're not getting anymore."

"That's where this kid comes in," Pres argued. "At two-and-one-half he's got to be lovable. If the letter's on the level, he's bright. And that bit about his father's pencil—well, it shows they're needy. Put them all together and you got a poor but honest, lovable, all-American baby with perhaps the greatest brain since Einstein!"

"You could be right, Pres," Milt admitted. "After all, we could be on the verge of another discovery like Grandpa Grinnick, the tone-deaf centenarian who tuned cuckoo clocks and was expert on every bill passed by the lower House during the Garfield administration. Shall we fly the kid up for a screening?"



"No, Milt. We're going after this one in person. Mohammed is going to the mountain!"

It turned out to be quite a mountain, as the mountains of western South Carolina go. Miltown Cummings and Presswell Gunn, eyes reddened from hours of hard driving and berets bespecked with road tar, strained forward on the chinchilla seat as their Thunderbird labored up a nearly perpendicular logging trail.

"I think we've wandered onto a motorcycle hill-climb," Milt grumbled.

"We're okay," Pres said. "I think I see smoke up ahead."

Five harrowing minutes later, the Thunderbird groaned to a halt before a tiny, weatherbeaten cabin with paneless windows and paintless walls. Behind it, dangerously canted by a sometime gale, stood a rough-hewn outhouse with a crescent in the door.

"They should straighten their isolation booth," said Milt.

Pres regarded him dimly. He climbed stiffly from the car. "No sign of life," he remarked. "And there's no smoke coming from the chimney. It comes from way back in the woods."

"Halooooo, anybody home?" Milt called.

Pres Gunn felt a tug at his leg just below the knee. A small, grubby wood elf about 35 inches high with a shock of red hair and a face full of brown freckles stood grinning up at him. Not exactly a Madison Avenue type.

"Oh, no," Pres said, "don't tell me this is Klaut van Dingle!"

"Nope," said the elf.

"Er, Klaut's brother?" Milt asked.

"Mah name's Pitney Joad. Live up the road a piece. Ah'm four years old. Klaut's only goin' on three."

"Well, sonny, Milt said, "we're here to find Klaut. We're tv producwers. Klaut sent us a letter."

The boy nodded. "Ah know. Ah mailed it. Ah'm Klaut's agent."

"We been driving in the sun too long with the top down!" Pres exclaimed.

Milt stared at the sky for fully 30 seconds. "A two-and-a-half-year-old child prodigy with a four-year-old agent! You think you could explain

that to Y&R?"

Pres crunched down before the boy. "Okay, sonny, where is your client?"

Pitney Joad waved a grubby fist in the direction of the smoke on the horizon. "Over yondah, tendin' his pappy's still. He'll be back directly."

Milt Cummings held onto a fin of the Thunderbird. "I can see it now," he groaned. "Tonight on *The Egg-head Hour*, now at his fifth plateau and reaehing for \$119,000 is that lovable two-and-a-half-year-old moonshine distiller from South Carolina."

"Heah comes Klaut now," said Pitney Joad.

Out of the woods and into the clearing came Klaut van Dingle. Behind him slunk a hound dog, tail between its legs. An owl broke from a pine in panic flight, screeching with terror. A diamond-back rattler in Klaut's path uncoiled itself and slithered off in search of cover.

"Klaut, he's got natural ehahm," Pitney boasted. "They'll love him in show biz."

Klaut was small for his age. But what he lacked in size was compensated for in character. He wore nothing but a diaper and a scowl.

"Who these jerks?" Klaut snarled. It was the first time Pres and Milt had ever heard a baby snarl. They exchanged glances, read thoughts: Could an audience love a child that snarls?

"They're tv producwers come to screen you, Klaut," Pitney explained nervously. "Ah'll handle the details, just be your sweet, intelligent self."

"Mind you get me a good contract," Klaut warned.

Pitney looked up at Pres and Milt. "Notice how Klaut dominates a scene?" he said. "How that wahm personality shines through? He'll do great on camera."

"Close-ups," Klaut snarled. "See that I get nothin' but close-ups."

"Klaut," Milt began, "we are sure you're a very brilliant child. But the first requisite for a good quiz contestant is—"

"Headphones," snapped Klaut. "Ah insist on headphones. Put it in the contract!"

"Hold on, Klaut," Milt said.

"There's no contract yet. What I started to say was that the first requisite is a sort of *sympatico*. You know what's *sympatico*?"

Klaut screwed up his face so that Pres and Milt were forced to turn away. He leaped up and down in a temper tantrum. He held his breath until he began to turn blue. "Got it," he finally shrilled. "Sympatico. Dame Sybil Sympatico, consort of Othric The Putrid, Duke of Slatkavia. 1066-1093."

"Klaut's got a photographic mind," Pitney said.

"Klaut," Pres broke in hopefully, "do you like other little children?"

"Hate 'em," Klaut snarled.

"Well, you're kind to little puppy dogs, aren't you?" Pres asked.

For answer, Klaut aimed a kick at the hound, missed, and said, "Hell." Then he hiccupped loudly.

"Klaut's been samplin' his pappy's mash squeezin's again," Pitney apologized. Pres Gunn climbed slowly back into the Thunderbird. Milt followed.

"Your discovery, Pres!" said Milt. "Two-year-old-genius, hates dogs and people, swears, assists at his pappy's still and was weaned on bourbon. How he'd go to the hearts of a nation!"

"Get in and shut up," Pres snapped. He started the motor.

"So we had an outing," said Milt.

"Let's open another can of peas. We don't have to depend on quizzes. There must be another trend we can ride."

"I got it!" Milt said. "Westerns!"

"I'm reading you, Milt, boy! Mature Westerns!"

Milt paused, overcome by his own idea. "Cowboys 55 years and older. Sophisticates riding the range. Silver-thatched marshals . . ."

"Yippee, it'll be an Ezio Pinza revival with gunsmoke!" The car was moving slowly. Out of the corner of his eye, Pres noticed Pitney Joad loping alongside.

"Heard what you said, mistah," Pitney panted. "Got just the type you need. Klaut's uncle . . ."

"Shove off, kid," Milt yelled. "No more van Dingles!"

Pres trod hard on the gas and the Thunderbird rocketed downhill. ▀

TVB MAKES SPOT TV THE MOST EXPENSIVE



Biggest-spending brands of spot tv's top 5 clients

1. P&G's Crest **\$2,818,170**
2. B&W's Viceroy **\$5,373,290**
3. GF's Maxwell House **\$4,318,140**
4. Sterling's Bayer Aspirin **\$2,994,960**
5. PM's Marlboro **\$3,404,200**

On these pages SPONSOR presents (1) TvB's first annual spot tv spending breakdown by category of clients; and (2) a brand-by-brand breakdown of spending by the top 25 spot tv clients (see pages 42-43).

This is the second part of TvB's first complete annual billings report on spot tv. The first part, which appeared in SPONSOR last week, showed spot tv billing estimates for the top 200 clients and the top-spending brands of the 10 biggest spot tv agencies.

TvB's figures, based on N. C. Rorabaugh data, are gross dollar estimates. Because the complete TvB annual report, out soon, will contain brand figures for all spot tv clients of any appreciable size, spot tv has literally made the transition from a hush-hush medium to the most-measured medium.

Figures on these pages provide admen with an accurate yardstick of spot tv spending in industries ranging from agriculture to watches. In years to come, these figures will spell out trends in spot tv, showing not only where the medium is heading as a whole but where its strengths and weaknesses are.

PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRA EXPENDITURE
Agriculture	\$ 1,225,000		
Feeds, meals	937,000	Purina Chows	\$ 151,000
Miscellaneous	288,000	Pfizer Animal Medicine	32,000
Ale, beer & wine	\$34,237,000		
Beer & ale	30,427,000	Ballantine Beer	1,850,000
Wine	3,810,000	Gallo Wine	1,090,000
Amusements	\$ 560,000	M-G-M Pictures	100,000
Automotive	\$12,912,000		
Anti-freeze	646,000	Zerone & Zerex	221,000
Batteries	378,000	Eveready	204,000
Cars	8,539,000	Ford	2,981,000
Tires & tubes	1,265,000	Armstrong	504,000
Trucks & trailers	179,000	Ford Trucks	113,000
Miscellaneous	1,905,000	Rayeo Seat Covers	693,000
Building material	\$ 3,422,000		
Fixtures, plumbing	593,000	Anchor Heating Supplies	113,000
Materials	609,000	Bethlehem Steel	181,000
Paints	892,000	Fuller Paints	154,000
Power tools	777,000	Roto-Rooter	265,000
Miscellaneous	551,000	DuPont (Institut.)	222,000
Clothing	\$ 8,688,000		
Clothing	6,929,000	Robert Hall Clothes	4,450,000
Footwear	1,468,000	Buster Brown Shoes	265,000
Hosiery	202,000	Tru-Craft Hosiery	56,000
Miscellaneous	89,000	Karl's Shoe Stores	57,000
Confections & soft drinks	\$21,576,000		
Confections	9,766,000	M & M Candy	1,094,000
Soft drinks	11,810,000	Coca-Cola	3,683,000
Consumer services	\$12,545,000		
Dry cleaning & laundries	112,000	Professional Laundry	38,000
Financial	1,907,000	Household Finance	493,000
Insurance	1,758,000	Blue Cross Services	399,000
Medical & dental	159,000	Texas State Optical	71,000
Moving, storage	408,000	Bekins Moving & Storage	113,000
Public Utilities	5,366,000	Amer. Tel. & Tel.	3,800,000
Religious, political, unions	2,066,000	Republican Party	774,000
Schools & colleges	83,000	Isabell's Beauty Culture	25,000
Miscellaneous	686,000	Slenderella Salons	399,000
Cosmetics & toiletries	\$34,240,000		
Cosmetics	9,886,000	Helaine Seager—Drops of Gold & Pink Ice	2,248,000
Deodorants	3,243,000	Arrid	1,470,000
Depilatories	1,226,000	Nair	1,074,000
Hair tonics & shampoos	6,783,000	Brylcreem	1,913,000
Hand & face creams, lotions	606,000	Sof-Skin Hand Cream	114,000
Home permanents & coloring	3,826,000	Sof-Set Hair Spray	781,000
Perfumes, toilet waters	1,202,000	Sardo Bath Oil	717,000
Razors, blades	554,000	Gem	237,000
Shaving creams, lotions	3,245,000	Rise Shaving Cream	787,000
Toilet soaps	3,262,000	Lava	1,288,000
Miscellaneous	107,000	Q-Tips Cotton Swabs	67,000
Dental products	\$13,202,000		
Dentifrices	11,093,000	Crest	2,818,000
Mouthwashes	1,396,000	Listerine Antiseptic	1,341,500
Miscellaneous	713,000	Polident	421,300

NOTE: Figures are gross as estimated by TvB; whole year 1956.

MEASURED MEDIUM

DIUM Brand figures out now plus those soon to be published open the books on spot spending

PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE	PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE
Medicinal products	\$32,026,000			Household paper products	\$ 5,329,000		
Cold remedies	6,274,000	Super Anahist	\$2,748,690	Cleansing tissues	1,615,000	Northern Tissues	\$1,072,790
Headache remedies	4,934,000	Bayer Aspirin	2,994,960	Food wraps	967,000	Waxtex	385,380
Indigestion remedies	7,151,000	Alka-Seltzer	4,498,070	Napkins	1,180,000	Kleenex Napkins	416,330
Sedatives	4,175,000	Phillips Milk of Magnesia	1,262,070	Toilet tissue	519,000	Delsay	358,880
Vitamins	1,487,000	Geritol	490,060	Miscellaneous	1,048,000	Flav R Straws	375,720
Weight aids	1,423,000	Tafon	640,620				
Miscellaneous	5,039,000	Nytol	738,000				
Drug stores	1,243,000	Walgreen	508,580	Household, general	\$ 3,075,000		
				Brooms, brushes, mops	384,000	Bissell Carpet Sweeper	147,210
Food & grocery products	\$107,615,000			China, glassware, crockery	95,000	Pyrex Ovenwear	30,370
Baked goods	19,879,000	National Biscuit	3,059,090	Disinfectants, deodorizers	490,000	Pine Sol	205,050
Cereals	8,533,000	Kellogg Cereals	4,810,530	Fuels	161,000	Olga Coal Co.	38,590
Coffee, tea & food drinks	22,367,000	Maxwell House Instant Coffee	4,318,140	Insecticides	521,000	Raid Insecticide	136,720
Condiments, salsas, appetizers				Kitchen Utensils	42,000		
Dairy products				Miscellaneous	1,382,000	Better Living Enterprises Household Products	636,200
Desserts							
Dry foods (flour, mixes, rice, etc.)				Notions	\$ 456,000	Crown Zipper	114,580
Frozen foods				Pet products	\$ 4,658,000	Hunt Club Dog Food	803,600
Fruits & vegetables, juices (except frozen)				Publications	\$ 1,366,000	Reader's Digest	744,990
Macaroni, noodles, chili, etc.				Sporting goods	\$ 1,440,000	Schwinn Bicycles	31,870
Margarine, shortenings				Bicycles & supplies	86,000	Remington Guns & Ammunition	35,940
Meat, poultry & fish (except frozen)				General sporting goods	54,000	Lionel Trains	298,620
Soups (except frozen)				Toys & games	1,233,000	Evinrude Outboard Motors	44,160
Miscellaneous foods				Miscellaneous	67,000		
Food stores				Stationery, office equipment	\$ 239,000	Instant Grip Cement	55,310
Garden supplies & equipment	\$ 413,000	F. S. Royster Guano Co.—Fertilizer	44,910	Television, radio, musical instruments	\$ 2,360,000		
				Antennas	393,000	CDR Rotor Antennas	164,260
Gasoline & lubricants	\$16,030,000			Radio & television sets	903,000	RCA Radio & TV Sets	297,030
Gasoline & oil	15,372,000	Esso Gas & Oil	2,190,780	Records	835,000	Columbia Records	422,490
Oil additives	452,000	Bardahl	347,110	Miscellaneous	229,000	Columbia Phonographs	81,220
Miscellaneous	206,000	Alemite Lubricating	127,890				
Hotels, restaurants	\$ 290,000	Howard Johnson's	92,270	Tobacco products	\$30,390,000		
				Cigarettes	28,872,000	Viceroy	5,373,290
Household cleaners, cleosers, polishes, waxes	\$ 6,863,000			Cigars, pipe tobacco	1,518,000	El Producto Cigars	370,800
Cleaners, cleansers	3,130,000	Spic & Span	991,250				
Floor & furniture polishes, waxes	952,000	Simoniz Hi-Lite Polish	227,850	Transportation	\$ 2,866,000		
Glass cleaners	523,000	Glass Wax	293,950	Air	1,181,000	National Airlines	260,930
Home Dry Cleaners	1,595,000	Glamorene	891,960	Bus	806,000	Greyhound Buses	639,470
Shoe Polish	194,000	Esquire Shoe Polish	83,570	Rail	796,000	Great Northern Railway	195,210
Miscellaneous cleaners	469,000	Drano Drain Cleanser	239,720	Miscellaneous	83,000	Home Lines Boat Travel	29,020
Household equipment	\$ 7,735,000	RCA Appliances	1,110,100				
Household furnishings	\$ 3,805,000			Jewelry, cameras	\$ 7,066,000		
Beds, mattresses, springs	3,165,000	Simmons Mattresses	1,140,020	Cameras, supplies	336,000	Kodak Cameras	160,590
Furniture & other furnishings	640,000	Simmons Reupholstering	113,080	Clocks & watches	5,705,000	Bulova Watches	4,298,650
Household laundry products	\$16,286,000			Jewelry	213,000	Hilzberg's Jewelry	42,180
Bleaches, starches	1,672,000	Clorox	675,660	Pens & pencils	812,000	Paper-Mate Pens	249,990
Packaged soaps, detergents	13,352,000	Wisk	1,874,410				
Miscellaneous	1,262,000	Borax	805,850	Miscellaneous	\$ 4,583,000		
				Trading stamps	1,281,000	Top Value Trading Stamps	1,041,480
					1,333,000	Vic Tanney's Gym	263,010
					1,969,000	Montgomery Ward	410,090
				Total	\$397,498,000		

WHAT EACH BRAND OF THE TOP 25 SPOT TV CLIENTS SPENT*

1. Procter & Gamble	\$17,522,450
American Family	
Detergent	217,720
American Family	
Soap	29,140
Biz Liquid Detergent	61,570
Big Top Peanut Butter	
Butter	633,770
Cainay Soap	109,560
Cheer	783,770
Comet	400,960
Crest	2,818,170
Crisco	25,100
Dash	1,693,880
Dreft	134,980
Drene Shampoo	213,270
Duz	743,500
Flusso	147,610
Gleem	1,609,620
Ivory Bar Soap	15,680
Ivory Flakes	1,024,660
Ivory Snow	751,390
Ivory Toilet Soap	15,720
Jif Peanut Butter	47,650
Joy	1,785,900
Lava Soap	1,288,630
Lilt Home Permanent	
Oxydol	201,570
Pin-It Permanent	774,220
Prell Shampoo	7,210
Secret Cream Deodorant	226,030
Secret Permanent	27,390
Shasta Shampoo	3,730
Spic & Span	9,170
Tide	991,250
Velvet Blend Shampoo	513,820
Whirl Shortening	39,860
Zest Beauty Bar	36,930
	139,020
2. Brown & Williamson	
	\$11,288,620
Du Maurier	421,680
Kool	3,743,420
Raleigh	1,733,680
Tube Rose Snuff	16,550
Vieeroy	5,373,290
3. General Foods	\$ 9,415,940
Baker's Coeoa	1,520
Baker's Frozen Cocoanut	2,300
Baker's Cocoanut	1,020
Baker's Inst. Chocolate	44,350
Birdseye Frozen Foods	1,230,660
Birdseye Frozen Poultry	3,040
Bliss Coffee Inst./Reg.	21,580

General Foods (continued)	
Bliss Coffee Reg.	430
Gaines Dog Food	31,600
Go Ironing Aid	2,600
Good Seasons Salad Dressing	22,040
Jello Gelatin Dessert	615,400
Jack & Jill Cat Food	3,250
Jello Puddings	344,860
Kool Aid	168,600
Kool Shake	44,920
Maple-Del Syrup	9,960
Maxwell House Coffee Inst.	4,318,140
Maxwell House Coffee Inst./Reg.	312,110
Maxwell House Coffee Reg.	831,650
Minute Potatoes	4,370
Minute Rice	6,820
Perkins Lemonade....	17,610
Post Toasties	129,090
Post's Cereals	421,820
Post's Grape-Nuts/Flakes	70,570
Post's Sugar Crisp	82,690
Post's Sugar Rice	12,890
Sanka Coffee Inst.	25,900
Swansdown Cake Flour	151,700
Swansdown Cake Mix	416,780
Yuban Coffee Inst./Reg.	19,990
Yuban Coffee Reg.	45,680
4. Sterling Drug	\$ 8,823,300
Bayer Aspirin	2,994,960
Bayer Aspirin—Children's	17,680
Campho-Phenique	17,340
Dr. Caldwell's Laxative	229,530
Dr. Lyon's Dentifrices	635,830
Double Danderine	114,640
Energine	438,390
Fizrin	1,178,190
Fleteher's Castoria	141,970
Haley's Aspirin	101,280
Haley's M. O.	851,930
Instantine	145,400
Ironized Yeast	149,900
Molle Shaving Soap	288,090
Pepsomar	172,080
Phillip's Milk of Magnesia	1,262,070
Phillip's Milk of Magnesia Toothpaste	39,160
Z. B. T. Baby Powder	44,860
5. Philip Morris	\$ 7,369,440
Bond Street Tobacco	3,380

Philip Morris (continued)	
Marlboro	3,404,200
Parliament	640,180
Philip Morris	3,079,480
Spud	242,200
6. Colgate-Palmolive	\$ 7,314,700
Ad Detergent	167,320
Ajax Cleanser	144,420
Brisk Dentifrice	1,447,160
Cashmere Bouquet Soap	22,730
Colgate Bar Soap	193,230
Colgate Dental Cream	2,539,320
Colgate Lustre Net	8,240
Colgate Shave Cream	442,500
Deodorant Beauty Soap	253,800
Fab Detergent	65,880
Florient Deodorizer	7,630
Glance Shampoo	5,200
Halo Shampoo	280,910
Kan-Kil	1,880
Lustre-Creme Shampoo	23,430
Merry Detergent	46,640
Palmolive Shave Cream	498,240
Palmolive Shave Lotion	2,660
Palmolive Soap	7,560
Rapid Shave Cream	343,080
Vel Beauty Bar	131,120
Vel Detergent	598,660
Veto Deodorant	83,090
7. Warner-Lambert	
Pharmaceutical	\$ 5,820,440
Anahist Cough Syrup	4,620
Anahist Nasal Spray	12,840
Super Anahist	2,748,690
DuBarry Light and Bright	3,980
Hudnut Permanent	14,290
Listerine Antiseptic	1,341,500
Listerine Dentifrice	1,291,060
Quick Permanent	336,030
Richard Hudnut Cosmetics	67,430
8. Continental	
Baking	\$ 5,732,480
Certified Bread	14,520
County Fair Bread	33,480
Daffodil Farm Bread	56,280
Fruit Cake	1,330
Hall Pride Cake	2,970
Hostess Cakes	719,400
Morton Frozen Foods	1,160,270
Profile Bread	975,460
Staff Bread	292,400
Twinkies	75,600

*Whole year 1956; figures are gross as estimated by TVB.

Continental Baking (continued)		Lever Bros. (continued)		Max Factor (continued)	
Wonder Bread	2,366,080	Lifebuoy Soap	77,570	Max Factor Creme Puff	11,390
Wonder Brown and Serve Rolls	3,770	Lucky Whip	5,720	Max Factor Deodorant	1,120
Wonder Buns	25,050	Lux Liquid Detergent	15,810	Max Factor Face	11,390
Wonder Rolls	5,870	Lux Toilet Soap	57,950	Max Factor Hi-Fi	5,720
9. National Biscuit	\$ 5,536,500	Pepsodent	118,390	Max Factor Pancake	6,800
Dromedary Cake Mix	983,060	Rinso	288,680	Sof-Set Hair Spray	781,480
Dromedary Foods	12,470	Silver Dust	63,500		
Home Town Bread ..	9,020	Surf Detergent	22,280		
Master Plan Bread ..	142,210	Wisk	1,874,410		
Milk Bone	77,370				
Millbrook Bread	20,320				
Nabisco Cookies and Crackers	3,059,090	14. Robert Hall	\$ 4,450,490	22. Corn Products	
Nabisco Shredded Wheat	178,110	Clothes	4,450,490	Refining	\$ 2,849,350
Nabisco Shredded Wheat, Jrs.	203,670			Bosco Chocolate Syrup	1,842,280
Nabisco Various Cereals	166,270	15. Liggett & Myers ..	\$ 4,400,900	Karo Frosting	30,280
NBC Bread	170,340	Chesterfield	1,106,590	Karo Table Syrup	23,590
Pal Dog Foods	23,150	L & M	3,294,310	Kasco Dog Food	308,520
Ranger Joe Cereal	12,930			Mazola Oil	91,910
Rice Honeys	324,430	16. Bulova	\$ 4,298,650	Niagara Starch	145,630
Wheat Honeys	154,060	Bulova Watches	4,298,650	Now Instant Cake Frosting	8,820
10. Miles Laboratories ..	\$ 5,354,730	17. American Tel. & Tel.	\$ 3,800,990	Nu-Soft Fabric Softener	372,070
Alka-Seltzer	4,498,070	Includes all regional telephone companies	3,800,990	Saybon	22,090
Bactine	284,950			Zuma Salad Dressing	4,160
Nervine	43,450				
One-A-Day Vitamins ..	429,980	18. Coca-Cola Co.	\$ 3,697,460	23. Helaine Seager	\$ 2,780,980
Tabein	98,280	Buck Beverage	7,660	Drops of Gold	358,260
11. Kellogg	\$ 4,810,530	Coca-Cola	3,683,910	Majitinje	494,650
All Bran	33,150	Delish Bottled Drinks	5,720	Pink Ice Cosmetics ..	1,890,090
Corn Flakes	52,640	76	170	Tint-N-Set	37,980
Fizz-Ade	72,510				
Gro-Pup Dog Food ..	81,120	19. General Motors ..	\$ 3,486,820	24. Charles Antell....	\$ 2,774,170
Rice Krispies	10,660	AC Spark Plugs	124,510	Charles Antell Cosmetics	1,686,160
Special K Cereal	1,028,600	All G. M. Cars	29,630	Charles Antell Spray Net	31,410
Sugar Frosted Flakes ..	49,770	Buick Cars	75,970	Chignon	120
Sugar Corn Pops	143,760	Cadillac Cars	580	Custom Mop	110
Sugar Smacks	4,290	Chevrolet Cars	953,220	Formula #9 Hair Cream	112,190
Various Kellogg Cereals	3,334,030	Chevrolet Trucks	18,090	Formula #9 Shampoo	221,330
		Delco Appliances	18,360	Hair Curlers	470
		Delco Batteries	49,530	Reddi Kit	140
		Frigidaire	67,070	Sando Reducing Aid	35,900
		G. M. Trucks	1,140	Slim Magic	194,130
		Institutional	2,270	Star Nail	8,930
		Oldsmobile Cars	1,516,611	Super Lanolin Liquid	483,280
		Pontiac Cars	544,780		
		Saginaw Steering	86,100		
12. Carter Products ..	\$ 4,535,210				
Arrid Deodorant	1,470,260	20. Ford	\$ 3,332,620	25. Nestle	\$ 2,374,920
Carter's Liver Pills....	1,202,670	Ford Accessories	6,220	Decaf Instant Coffee	717,320
Colonaids	310	Ford Cars	2,981,590	King Mallow	4,510
Nair	1,074,830	Ford Tractors	26,940	Maggi Protein Drink	28,610
Rise Shaving Cream ..	787,140	Ford Trucks	113,980	Nescafe Instant	324,130
13. Lever Bros.	\$ 4,535,010	Lincoln Cars	95,990	Nestea Instant Tea	95,750
Breeze	64,620	Mercury Cars	107,900	Nestle's Chocolate Bars	45,750
Dove Toilet Soap	497,710			Nestle's Cookie Mix..	1,030
Good Luck Margarine	51,730	21. Max Factor	\$ 3,181,730	Nestle's Everready Cocoa	44,280
Hum Detergent	18,420	Courtley Deodorant	1,040	Nestle's Instant Coffee	1,098,010
Imperial Margarine..	1,378,220	Courtley Toiletries	9,010	Nestle's Quik	15,530
		Dri-Mist Deodorant	427,180		
		Max Factor Cosmetics	1,926,600		

By showing most people
what they most like to see
CBS Television attracts
the greatest audiences²
day³ and night⁴ and is the
largest single advertising
medium⁶ in the world...¹



1. CBS Television broadcasts 8 of the 10 most popular nighttime programs . . . 6 of the top 10 during the daytime (FIRST FEBRUARY 1957 NTI).

2. The number of people who *actually* *watch* the average *program*—not the total number of people who casually tune to a network sometime during the course of the broadcast week.

3. CBS Television daytime programs deliver a 23% larger average audience than the only other network with a daytime program schedule (7 AM-6 PM, MONDAY-FRIDAY, FIRST FEBRUARY 1957 NTI).

4. CBS Television nighttime programs deliver a 21% larger average audience than the second ranking network . . . 79% larger than the third (6 PM, 11 PM, SEVEN NIGHTS OF THE WEEK, FIRST FEBRUARY 1957 NTI).

5. Today, as in 1956, 1955 and 1954.

6. According to the most recent PIB figures, CBS Television is earning a 21.5% larger share of America's total advertising appropriation than any other single advertising medium.

HOW STATIONS SELL FARM RADIO TODAY

Local radio's best sales argument is that the medium matches the specific demands of the farmer, his geography and climate

HOW STATIONS SELL FARM RADIO

Community Stature

The radio farm director is the client's representative. He is part and parcel of the community, a trusted authority on local agriculture. Stations demonstrate his activities in fairs, farm clubs

Circulation edge

Farm radio reaches more farmers than any other medium. It blankets the farm population because it is a necessity, not a luxury. It follows the farmer through the day, in his house, car, barn

The right mood

Farm radio reaches the farmer at the best times for selling. It reaches him in the morning when he is planning his day, at noon when he has taken a break, in the evening, when relaxed

Last week, SPONSOR visited Leo Burnett agency in Chicago to see how farm radio is being sold nationally. This week, it reports on local level selling by representative farm stations.

How do the national and local sales approaches differ? Is there a contrast between the broad national view and the bird's eye local view? There's a big difference if you're applying the terms to advertisers, but practically none when you're talking about radio sales points.

The basics are just about the same at any level in the presentation of farm market data. This is simply because there is no such thing as a national farm market. Farming varies enormously from region to region because of climate, soil conditions and geography.

So the radio salesman, whether he represents a chain of stations nationally or one station locally, is selling the same thing: the local community. The buying may be national in concept, but the selling is always local.

The local radio groups which make up SPONSOR's cross-section represent vastly different geographical units. The California Farm Network is in an area with completely different farm habits and farm problems from those of WFAA, Dallas, WRFD, Worthington, Ohio, and WWVA, Wheeling, W. Va.

Here are some of the facts which each includes in its own farm market presentation.

California Farm Network: The California Farm Network, Berkeley, in recent weeks sold Tidewater Oil Co. an extensive spot schedule of participations in its *Voice of Agriculture* program aired from 6:30 to 6:45 a.m. six days weekly by nine top farm stations. They are KGO, San Francisco, which feeds the series to KFI, Los An-

geles; KFBK, Sacramento; KMJ, Fresno; KRAK, Stockton; KMOD, Modesto; KERN, Bakersfield; KXO, El Centro, and KHUB, Watsonville.

Hal Deal, advertising director of Tidewater, signed the order after getting the network presentation from which the following excerpts were taken:

- More California farmers and ranchers have heard and are hearing *The Voice of California Agriculture* than any other farm program in the history of the state. The program is aired daily by nine stations connected by 675 miles of telephone lines from Sacramento in the North to El Centro near the Southern border. All of the network stations were selected because of their record of service to agriculture, and because they reach important agricultural areas.

The nine stations cover not only all of the major agricultural sections but also all of the sizable population centers, reaching 90% of the state's population.

- California agriculture is nearly a \$2.5 billion annual business. Nearly half (22 counties) of the nation's top 50 agricultural producing counties are in California. There is a California Farm Network station in or adjacent to the top agricultural counties which produce 85% of the agricultural output of the state and contain 75% of the farms.

- *The Voice of California Agriculture* enables an advertiser to reach the farmer and rancher from the Oregon border to the Mexican border, and from the mountains Westward to the Pacific. An illustration of coverage: an offer of a recipe booklet brought response from 45 California counties in addition to Oregon, Utah, Washington, Arizona, Idaho and Colorado.

(Please turn to page 48)

See last issue for national selling techniques

WBAY - CH. 2 GREEN BAY

GIVES PERSONAL SERVICE* TO the Land of Milk & Honey



*A COMMUNITY ACTIVITY IN OUR STUDIO C



The show is now in its sixth year. Because it is the official program of the California Farm Bureau Federation, it has an assured audience of 63,000 Farm Bureau families who produce more than 80% of the state's food and fiber.

An added lure for an advertiser: He furnishes only one set of commercials and receives only one statement. The network also has a tradition of exclusivity in farm radio, selling announcements only to non-competitive advertisers, says manager Milton L. Levy.

WFAA: Pitch was made, the prospect signed! That's the report from George K. Utley, commercial manager of WFAA, Dallas, after his sales staff made a presentation to a farm building products manufacturer. Here is rundown on the sales presentation.

- The account and agency had been conditioned to the fact that our radio farm director, Murray Cox, is Texas' outstanding rural ambassador. We showed examples of his activities as shown in publicity, awards, participation in agricultural organization activities, travel and appearances. It was important to establish this recognition first to point up the fact that purchase of our RFD automatically delivers an association of personality and product. This is true not only from the standpoint of direct and indirect endorsement to the consumer, but also from the standpoint of generating enthusiasm through contact with the sales force and dealer outlets in our area.
- We suggested an information brochure on Cox and the program for salesman portfolios, his participation in sales or dealer and distributor meetings, the possibility of remotes or tapes by him from various dealer locations.

The program portion simply outlined the format of farm news, live or taped interviews, weather and markets. We indicated Cox's acceptance in the agricultural field by listing sources of information he had established with county agents, the Soil Conservation Service, our A&M College Extension Service, the U.S.D.A. market news service and the Fort Worth Livestock Market service. We stress the importance of his annual farm tour as a feature of his programing.

- After indicating we have the ingredients necessary in programing and merchandising to help the account reach its objective, we pointed up our

coverage story to show where we reach their prospective customers (from A. C. Nielsen, the Census of Agriculture, etc.). We included the following breakdown of not only the totals but the percentages covered by WFAA; homes with electricity, tractors on farms, automobiles on farms, expenditures for livestock and poultry, gasoline and oil.

WRFD: Station WRFD, Worthington, Ohio, mustered a lineup of sales arguments for a specific farm market advertiser, the Marietta Concrete Corp. of Marietta, Ohio, which makes expensive concrete silos and which has a farm radio history. Station sales manager A. Dale Lutz reports this approach.

- It pinpointed the presentation to WRFD's 72-county coverage area among Ohio's 88, and recommended sponsorship of farm service director Clyde Keathley and his *Morning on the Farm*, aired 7:15 to 7:30 a.m. Monday through Saturday. This program covers weather, markets, agricultural news and is a bulletin board for activities in the state's rural areas.
- WRFD's farm programing encompasses: three programs with Keathley, news and weather every hour on the hour, two complete weather reports at 7:55 a.m. and 12:10 p.m., all-family entertainment such as *Tennessee Ernie Ford, Town and Country Time* (with country music), *Kitchen Kettle* and *Your Home* (for farm women) and *Motorists' Matinee*.

WRFD stressed program sponsorship rather than participations to the prospect. Here's why it recommends programs: the sponsor enjoys full credit, he gets favorable association, there's more selling impact because you have enough time to drive home your entire sales message, there's loyalty to your advertising with repetition paying big dividends, there's greater selectivity because you pick your audience when you pick your program, you can better merchandise a program, its theme, its personalities and its appeal.

- Coverage is a major factor. In WRFD's coverage area, 61% of the cars (1,767,463) have radio—an average of 59% of all cars in farm areas, 63.2% of those in cities of more than 2,500, 51.7% in those of less than 2,500 persons. 97.4% of the farm homes have radio.

Merchandising adds a plus for a sponsor. It includes interviews with

company officials, point-of-sale posters, a letter to company dealers and distributors. articles on the sponsor's product in 66 Ohio weekly papers, on-the-air promotion, news bulletins to 2,500 business places and individuals.

WWVA: There's no "formal" farm presentation at WWVA, Wheeling, W. Va., says Howard W. Meagle, national sales promotion director. The best promotion for WWVA's farm broadcasting "is a very active coverage schedule of interesting farm events, plus the use of many local farm and agricultural authorities."

- All prospects visited by salesmen, however, are shown a brochure—updated annually—entitled *WWVA Farm Facts*. It traces the station's farm program history from 1936. The station many years ago turned its 160-acre transmitter site into a demonstration exhibit for soil erosion and game preservation.

• Farm Director "Hardrock" Gunter broadcasts from 6 to 6:30 a.m. and 12:15 to 12:30 p.m. daily, covering Pennsylvania, Ohio and West Virginia. He works with 28 county and state workers who are experts in their field, and supplements these programs with a half-hour daily news program from 6 to 6:30 p.m. and the *Tri-State Farm Family Forum* on Sundays from 2:30 to 3 p.m. Aimed at the entire farm family, the last includes national farm news, commodity and weather reports, a forum discussion and the awarding of a citation to the outstanding farm family of the week.

- WWVA programs for 22,727 farms in West Virginia, 56,923 in Ohio, 26,062 in Pennsylvania and 705 in Maryland. Its coverage data for these states: 64 counties, 545,050 persons in 147,160 households of which 140,655 are radio homes. The gross farm income, \$370.9 million, of which \$265.1 million is in livestock and \$66.2 million in crops. Its presentation statistics show a county-by-county breakdown on these same points.

Farm editor Gunter travels throughout the three-state area to visit farmers and chat with them and to broadcast local and area meetings of interest to his listeners. This year, he aired as remotes all WWVA farm shows (16) scheduled during the Pennsylvania State Farm Show from Harrisburg. This is an annual farm reporting event for the station.

NEW AND RENEW

NEW ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Home Foods, NY Asco Electronics	Y&R, NY Jerome O'Leary, Boston	ABC ABC	Teen Dance Party M F 6:25-6:30 pm 4 Mar Breakfast Club; Th 9:05-9:10 am, 25 Apr, Tu 9:05-9:10 am 21 May
Carter Products, NY Carter Products, NY	Bates, NY Bates, NY	CBS 201 CBS 201	Farm News; Sa 9:30-9:45 pm, 5 min seg, 23, 30 Mar only Gunsmoke; Sa 12:30-12:55 pm Su 6:30-6:55 pm 5 min segs; 23, 24 G 30, 31 Mar only
Carter Products, NY Carter Products, NY	Bates, NY Bates, NY	CBS 201 CBS 201	Kathy Godfrey; Sa 1:05-1:30 pm; 5 min seg 30 Mar only
Carter Products, NY Carter Products, NY	SSCB, Bates, NY SSCB, Bates, NY	NBC 158 NBC 155	Our Miss Brooks, Su 7:30-8pm, 5 min segs, 24-31 Mar only
Carter Products, NY Carter Products, NY	SSCB, Bates, NY SSCB, Bates, NY	NBC 179	Monitor; parties; 1 Apr; 26 wks
Dixie Cup Co, Easton, Pa Fred Fearer Easter Egg Color Co, Brooklyn	Hicks & Greist, NY Ted Bernstein, NY	ABC ABC	Bandstand; M-F 10-12:15 pm; parties; 1 Apr; 26 wks
Hudson Vitamin, NY Insurance Co of North America, Phila Kiplinger Washington Agency, Wash, DC	Pace, NY Ayer, Phila Albert Frank-Guenther Law, NY	CBS 201 NBC NBC 150	News of the World; M, W, Th 7:30-45 pm; 1 Apr 26 wks Breakfast Club; W 9:10-9:15 am; 24 Apr Breakfast Club; Tu 9:05-9:10 am, W 9:10-9:15 am 16-17 Apr only
Minnesota Mining & Mfg, Detroit	BBDO, Minneapolis	CBS 201	Robert Q. Lewis; Sa 11:35-11:40 am; 23 Mar; 13 wks
Norwich Pharmacal, Norwich, NY Olin Mathieson, NY Park & Tilford, NY Park & Tilford, NY Park & Tilford, NY	B&B, NY Van Sant, Dugdale, Balt Mogul, NY Mogul, NY Mogul, NY	ABC NBC 158 CBS 201 CBS 201 CBS 201	Monitor; 4 parties F night; 29 Mar; 13 wks
R. J. Reynolds, Winston-Salem, NC R. J. Reynolds, Winston-Salem, NC R. J. Reynolds, Winston-Salem, NC	Esty, NY Esty, NY Tatham-Laird, Chi	ABC ABC CBS 201 NBC 158	Tips From Changing Times; Sa 8:15-8:30 am, 9:45-10 am 6:05-6:20 pm; 9 Mar; 13 wks
Simoniz Co, Chi			Amos 'n' Andy Music Hall; Th, F 7:7-45 pm, Sa 12:05-12:30 pm; 5 min segs; 14 Mar; 13 wks
			Weekend News; Sa, Su various times, 16 Mar; 52 wks
			Monitor Weather; parties; 5 Oct, 6 wks
			Our Gal Sunday; F 12:55-1 pm; 8 Mar; 10 wks
			Second Mrs. Burton; Th 2:25-2:30 pm; 7 Mar; 10 wks
			Wendy Warren; M 12:10-12:15 pm; 4 Mar; 10 wks
			ABC Late News; M-F various times; 11 Mar
			Weekend News, Sa, Su various times; 16 Mar; 52 wks
			Herman Hickman; Tu, Th, Sa 7:7-7:05 pm; 19 Mar; 13 wks
			Monitor; F, Sa various times; 252 parties 29 Mar; 21 wks

SPONSOR PERSONNEL CHANGES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Harold H. Anderson	Pabst Brewing, n central div sls mgr	Same, regional sls mgr-central div
C. M. Barry	Dr. Pepper, nat merch mgr	Same, asst advtng mgr
Philip Bergh	U.S. Rubber, merch mgr-Lastex	Same, advtng & sls promotion mgr-textile div
Kenneth A. Bonham	American Home Products, asst to pres	Whitehall Pharmacal, exec vp & gen mgr
Elliott A. Bowles	Whitehall Pharmacal, exec vp	Same, pres
David E. Burge	Johnson & Johnson, dir dept store & chain drug sls-Tek-Hughes div	Lever Bros, mgr Pepsodent toothbrush line-Pepsodent div
Albert Carroll	Benton & Bowles, vp & dir orofessional mktng div	Vick Chemical, vp-Merrell-National Overseas Laboratories div
Willard M. Croake	Pabst Brewing, area sls mgr-Wisc	Same, sls mgr n central div
Charles C. Davis, Jr.	Miller Brewing, mgr international sls, military sls & nat accs	Same, gen sls mgr
A. O. Fisher	S. C. Johnson & Son, household products field sls mgr	Same, international vp
Ralph A. Hart	Colgate-Palmolive, vp & pres Colgate-Palmolive International	Same, exec vp
Vincent J. Kirby	Burry Biscuit Corp, NY div sls mgr	Same, sls & advtng mgr
William F. Laporte	Whitehall Pharmacal, pres	American Home Products, vp
George H. Lesch	Colgate-Palmolive International, vp chg sls & advtng-UK & Europe	Same, pres & vp Colgate-Palmolive
Jack H. Mohr	Lentheric, pres	Park & Tilford, head toiletries & dyestuffs div
John F. Morley	Pabst Brewing, sls mgr Chi div & asst eastern regional sls mgr	Same, asst to gen sls mgr
Michael W. O'Brien	Sterling Brewers, asst gen sls mgr	Same, gen sls mgr
Wiley F. Patton	Lentheric, asst mktng dir	Park & Tilford, asst sls mgr
Ray R. Serenbetz	General Foods, asst controller-International div	Vick Chemical, asst to pres-International div
Fred Q. Swackhamer	Lentheric, advtng dir	Park & Tilford, advtng & promotion mgr
W. Kedzie Teller	Pharma-Craft, vp	Same, exec vp
L. J. Thompson	Pharma-Craft, sls mgr	Same, vp chg sls
Lloyd E. Yoder	WRCV-TV, Phila. vp & gen mgr	United Vintners, a director

STATION CHANGES

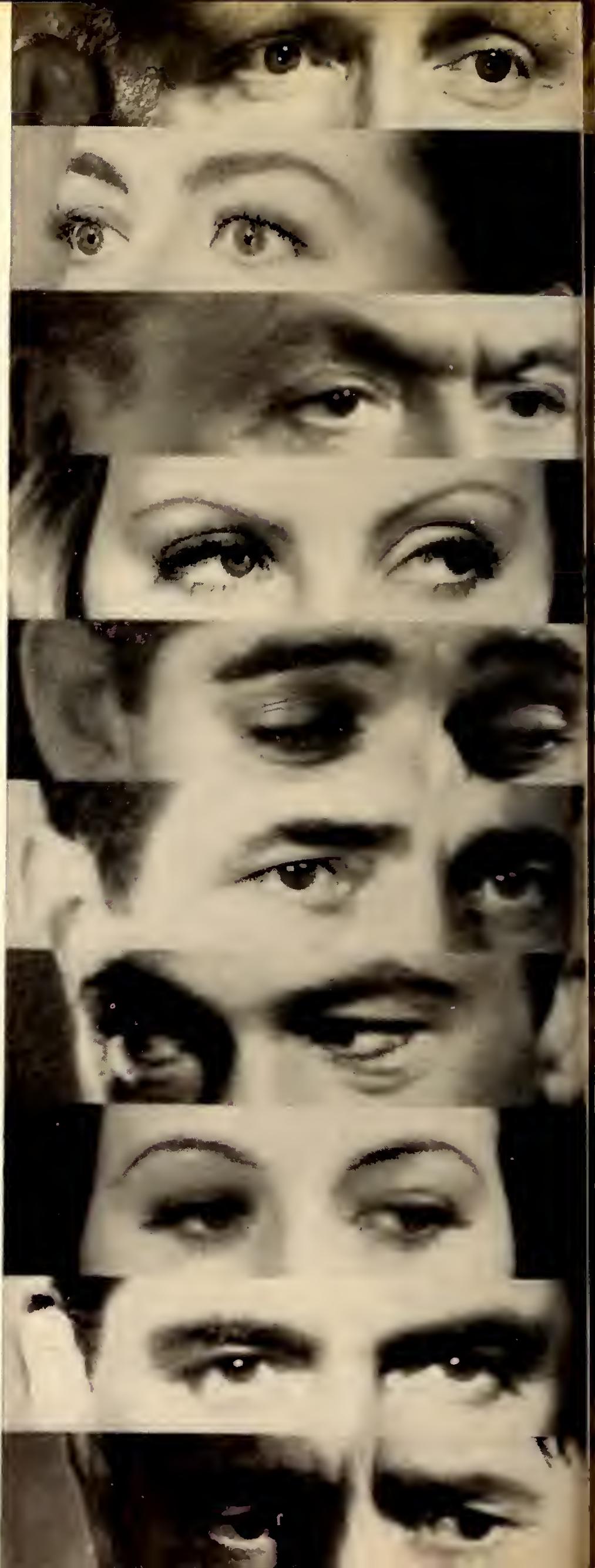
KBST-TV, Big Spring, Texas, has become KEDY-TV
KCOV, Corvallis, Ore, has appointed Headley-Reed western rep in SF & LA
KECC, Pittsburg, Cal, has become KATT
KETV, Omaha, has appointed H-R Television natl reps
KGNO, Dodge City, Kan, has appointed Venard, Rintoul & McConnell natl reps
KLAD, Klamath Falls, Ore, is now an affiliate of the Keystone Broadcasting System
KLBS, Houston, has been purchased by the McLendon Investment Corp, subject to FCC approval
KLLL, Lubbock, Texas, is now affiliate of the Keystone Broadcasting System
KLOH, Pipestone, Minn, is now an affiliate of the Keystone Broadcasting System
KORE, Eugene, Ore has appointed Headley-Reed western reps in SF & LA
KSLM, Salem, Ore, has appointed Headley-Reed western rep in SF & LA
KTVC, Ensign, Kan, will join CBS Tv Net under EMP around 15 Apr
KWGB-TV, Goodland, Kan, will join CBS Tv Net under EMP around 1 July
WANE & WANE-TV, Fort Wayne, has appointed Edward Petry natl reps
WCTC-AM-FM, New Brunswick, NJ, has been sold to Joseph L. Rosenmiller, Jr. & Peter A. Bordes, subject to FCC approval

WDDY, Gloucester, Va, is now an affiliate of the Keystone Broadcasting System
WDQN Du Quoin, Ill, is now an affiliate of the Keystone Broadcasting System
WDSP, De Funiak Springs, Fla, is now an affiliate of the Keystone Broadcasting System
WGAT, Utica, NY, has become WTLB
WGBI-TV, Scranton, Pa will change its call letters to WDAU-TV first week in Apr
WHTN-AM-FM, Huntington, W Va, is now an affiliate of the ABC Radio Net
WHTN-TV, Huntington, W Va, has become an affiliate of CBS Tv Net
WHYN, WHYN-TV, Springfield, Mass, has appointed Harry Wheeler New England reps
WIN-T, Fort Wayne, will become WANE-TV effective 1 Apr
WMAF, Madison, Fla, is now an affiliate of the Keystone Broadcasting System
WPET, Greensboro, NC, has appointed Simmons Associates natl reps
WPOP, Hartford, has appointed Kettell-Carter New England reps
WVNJ, Newark, NJ, has appointed Jay Vicor & Associates as advtng agcy
WYSR, Franklin, Va, is now an affiliate of the Keystone Broadcasting System

NEW FIRMS, NEW OFFICES (Change of address)

John S. Allen & Associates, Miami, new station consultants, has offices at 1101 N E 79th St
Bruce Fenderwood Co, NY, new marketing consultation firm, has offices at 130 E 39th St
KDAY, Santa Monica, is now located at 1441 N McCadden Place, Hy
KUAM, Agana, Guam, has opened a new office at P O Box 359, Naha, Okinawa

Robert S. Keller, Chi, has moved to 205 W Wacker Drive
KUAM KUAM-TV, Agana, Guam, has opened a Honolulu office at 405 Bishop Bank Bldg
Tex and Jinx McCrary, NY, are now located at 122 E 42nd St
NBC, Hy, has new headquarters at 3000 W Alameda, Burbank, Cal
Revlon, Inc, NY, will move to 666 Fifth Ave around Nov
WTLB, Utica, NY, is now located at 100 Paul Bldg, 209 Elizabeth St



EST FEATURES!

One of the best features of WCBS-TV's feature film programming that everyone—viewers, advertisers and the industry itself—*agrees* it's the best.

INDUSTRY: The Billboard's Fifth Annual TV Film Service Awards (a poll of hundreds of stations, networks, agencies and producers) voted WCBS-TV "the best station in the nation for imaginative and creative feature film programming." (Gratifying but not new: this is WCBS-TV's third win in five years.)

VIEWERS: WCBS-TV's feature films (from M-G-M, Warner Brothers and other major studios) are commanding the biggest audiences in their history... far bigger average audiences than feature films on any other New York station (The Early Show 81% larger, The Late Show 112% larger).

ADVERTISERS: Sponsors consistently invest more in WCBS-TV's features than in any other feature film programs in New York—and get far bigger returns on their investments!

But the best feature of all, from the advertisers' point of view, is that Channel 2 commands much larger average audiences than any other New York station not only during feature film periods—but throughout the entire week as well. And has done so month after month, for years!

presented by CBS Television Spot Sales • CBS Owned • Channel 2 in New York

WCBS-TV

SPONSOR ASKS

What is the future of the daytime tv soap opera?

Oscar Katz, CBS TV v.p. in charge of daytime programs

The future of the daytime serial would seem to be a bright, continuing and successful one.

An examination of ratings of daytime adult programs shows that daytime serials, as a type, are easily as strong as other program categories. This seems to indicate that these programs have a strong audience appeal and certainly serve a basic need. As a result, there is no doubt but that the daytime serial will continue to be a major part of the daytime network programming schedule.

To be sure, the daytime serial, like other programs, has undergone changes.



"they certainly serve a basic need"

For one thing, it has developed more modern themes, and deals with more contemporary problems and situations. For another, a successful experiment has been the half-hour, Monday through Friday serial. The additional time gives the writer more chance to explore characters; more time to increase the scope of investigation and motivation.

These changes in the serial form represent the ways in which serials have been adapted to meet the changing tastes of the audience. Because of this the daytime serial certainly will remain an integral part of daytime programming. You can't argue with the

facts and figures—and these offer irrefutable proof that audiences like them and want them.

Wilbur Stark, president, Wilbur Stark-Jerry Layton, Inc.

Just as the new detergents replaced the old bar soap, so is the new "daytime drama" replacing the antiquated "soap opera" on television.

"Soap opera" got an early start in daytime, but now the redundancy of plot, character, faces, and places, is beginning to cause dial twisting. New "daytime drama"—*Modern Romances*, *Matinee* and some of the filmed nighttime repeats, offer a variety of faces, places and exciting, provocative stories.

The majority of daytime viewers are in the younger housewife group (18-35 years) with small children. These women have not completely adjusted themselves to their new responsibilities and yearn still for a variety of experiences that they had to some degree in their pre-marital days. Unlike the audiences to the early radio "soap operas" today's average daytime viewer has come into contact with more facets of living. Her boyfriend, husband, or brother has been in the service and has come back with a variety of experiences.

The early radio "soap opera" listeners generally spent their lives within the confines of their communities and had day-to-day contact with people of their own ilk. Their habits were set, they latched on to a personality or group of personalities and attached themselves to them. Today's housewife has had a much more gregarious life. Thus, when she is confined due to the restrictions of bringing up a

new family and adjusting to new environments, she feels the need to escape into areas that she has heard about, remembers, or had hoped to be in. She can only escape through fic-



"daytime drama is replacing soap opera"

tion, tv, radio, movies, and daytime television will only be successful if it takes cognizance of this need.

The new "daytime drama" is done with the belief that women will believe a story or commercial more quickly if it is told to them by a familiar, likable personality whom they know is available at specified hours. This is not possible with the old "soap opera." The new daytime drama has a daily personality — Martha Scott, John Conte, Kathi Norris — and each has an acceptance with the viewer. Each of these narrators is able to expedite the story so that the viewer gets more action quickly. Each brings the story up to date, so that in seconds the peripatetic viewer knows exactly what is happening. Of course, each is also able to sell merchandise.

There is no future to television "soap opera," but a great future for the new "daytime drama."

Mort Werner, NBC TV v.p. in charge of daytime programs

All types of television fare—be they an exciting 90-minute "special" such as the Old Vic Company's production of

"Romeo and Juliet," or a 15-minute serial drama are intricate parts of the well-balanced programing diets major television networks are providing their audiences.

In the daytime program area NBC



*"well balanced
programming
diets"*

has made many innovations—such service programs as "Today" and "Home," the hour-long "NBC Matinee Theatre" offering "live" dramas of nighttime quality and "Comedy Time," which presents proven nighttime filmed situation comedies aimed at adults as well as children's audiences. All of these forms have been highly successful, not only commercially but in lifting the medium out of any routine.

The only NBC TV daytime program which comes close to the definition of a soap opera—"Modern Romances"—is not one in the true sense. This series presents dramas which have an ending, not necessarily in one episode but at least in a few, rather than having continuing story lines and characters basic to soap operas.

Historically, NBC TV has not had a true soap opera on its schedule since June, 1956. At that time our daytime programming structure began its complete face-lifting. In the past year we've installed a new two-hour block of quiz participation programs in the 11 a.m.-1 p.m. EST, Monday-through-Friday, time segments. In the afternoon periods (2:30-5:30 p.m. EST) we also have revamped our entire lineup.

However, since serial dramas, programmed in the correct time slot and against the correct competition, can appeal to both young and old audiences, NBC TV does not necessarily preclude the future programing of "soaps." The well-known hazard indigenous to networking is the fact that a successful programming structure of one season, whether nighttime or daytime, can be affected radically within a period of months. Our daytime fare, presently leading the competition without the inclusion of serial dramas, might well have at least one of these serials within a season or two. This is the business of broadcasting.

A SOLID HIT!



RED SOX WEEK-END GAMES ON CHANNEL SIX

WCSH-TV is privileged and pleased to telecast in its fourth summer season 30 Saturday and Sunday games of New England's only major league team, for baseball lovers of Maine and eastern New Hampshire. . . . April 20 through September 29

sponsored again by
NARRAGANSETT Beer and Ale
CHESTERFIELD Cigarettes

WCSH-TV



WEED TELEVISION
Representatives



WCSH-TV
PORTLAND, MAINE

*National and regional spot buys
in work now or recently completed*

I'M JOE FLOYD . . .



I CONSIDER MYSELF A HELLUVA SALESMAN!

Whether you want to go the
radio or tv route . . .

If you want to cover a healthy,
husky slice of America—
measured in terms of South
Dakota, Minnesota, Iowa and
Nebraska—then see me!

BUY JOE'S RADIO KELO

Now increased
from 5,000 watts to 13,600
watts.

And

BUY JOE'S TV

You can't beat this single
market buy!

KELO-TV

SIOUX FALLS

(New 1,032-ft. Tower)

SATELLITE KDLO-TV
ABERDEEN-HURON-WATERTOWN

and this June KPLO-TV
PIERRE-WINNER-CHAMBERLAIN

All inter-connected!

NBC • CBS • ABC

THAT'S RIGHT! J. F. IS A
HELLUVA SALESMAN . . .

and you can reach him quick at
KELO, Sioux Falls . . . or through

H-R REPRESENTATIVES

SPOT BUYS

TV BUYS

Standard Brands, New York, is buying in markets for its Instant Chase & Sanborn coffee. The campaign will begin in early April for a 13 to 39 week duration, depending upon its success. Average number of announcements per week in each market is six. Minute and 20-second commercials have been prepared and will be broadcast during nighttime hours with a mixed audience in mind. Buying has been completed. Buyer: Hal Davis. Agency: Compton, New York.

Dan River Mills, Inc., Danville, Va., is buying in markets throughout the country to advertise its cotton goods. Four to six week campaign begins in April. Minute participations have been purchased on women's shows with a loyal following; cost-per-1,000 was not a factor in buying. Over-all strategy is to establish name so that the homemaker will recognize their tag when buying clothing; and to create good will with wholesaler and retailer. Copy themes promote "Twin Wonder" cottons which resist wrinkles, dirt and mildew. Buying is completed. Buyer: Alice Wolf. Agency: Grey Advertising, New York.

Scripto, Inc., Atlanta, Ga., has bought in 14 markets for its pens and pencils. 1 April campaign runs for 10 weeks. Minutes and 20's will be slotted during evening hours to reach a general as well as a male audience. Film commercials will be animated and wherever possible, shown in color. Buying has been completed. Buyer: Evelyn Jones. Agency: Donahue & Coe.

General Foods Corp., Maxwell House Div., Hoboken, N. J., has renewed and bought additional time in 100 markets for its Maxwell House coffee. The new schedule will run for 52 weeks. Average number of announcements per week will vary from market to market. 10 second film commercials will be placed during nighttime hours. Buying is completed. Buyer: Grace Porterfield. Agency: Benton & Bowles, New York.

RADIO BUYS

The American Tobacco Co., New York, has been re-evaluating its advertising for Lucky Strike cigarettes in all markets. The advertiser has been using announcements and news segments. In some markets it dropped the news and increased the number of spots; in others it either dropped or added announcements. Factors in the reevaluation of schedules were: (1) frequency; (2) cost-per-1,000; and (3) time segments. Most of its announcements are minutes and 20 seconds in length. To reach a general audience, e.t.'s are placed during early morning and late afternoon hours. Buying is completed. Buyer: Hope Martinez. Agency: BBDO, New York.

please care... because hunger hurts!

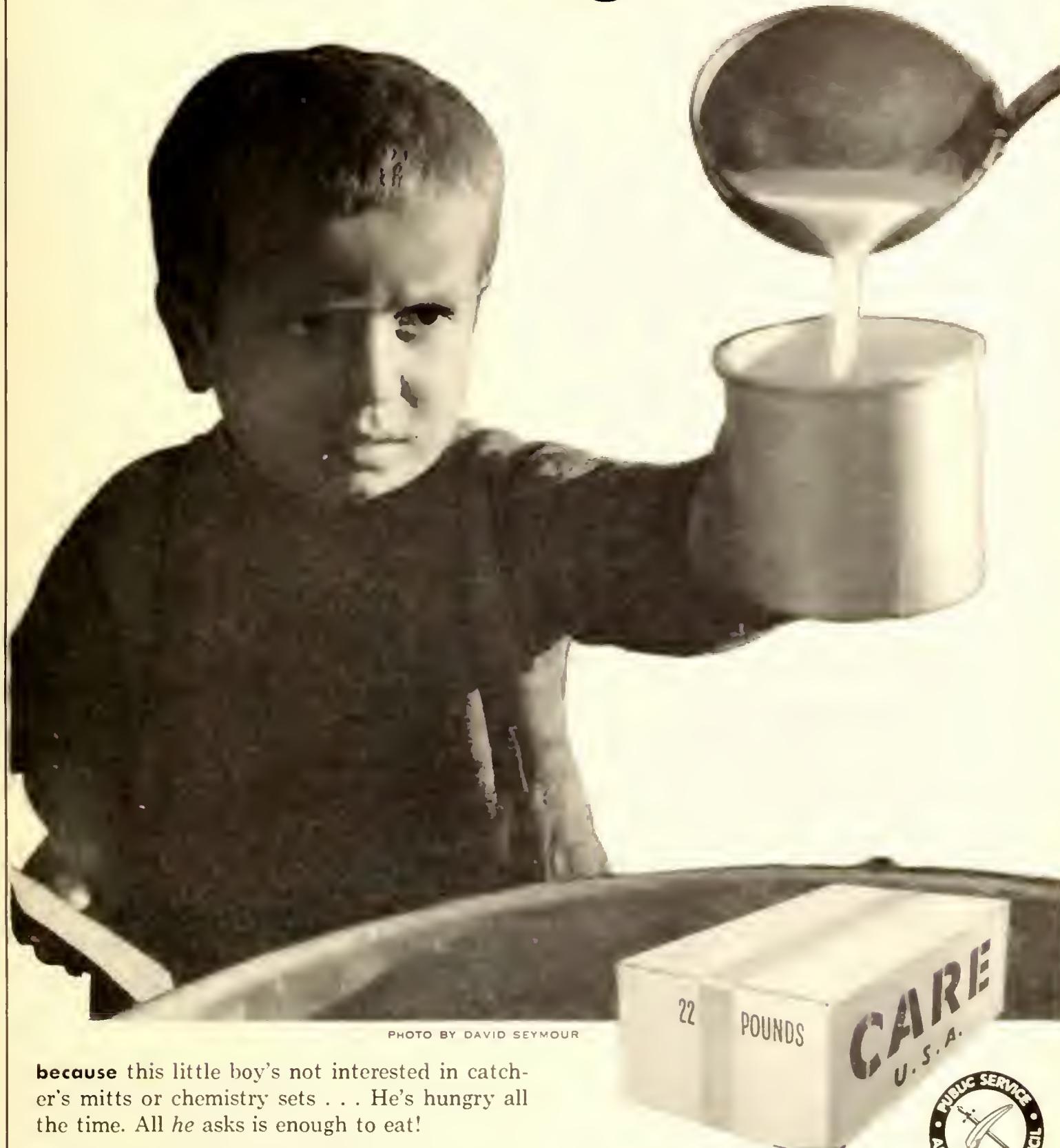


PHOTO BY DAVID SEYMOUR

because this little boy's not interested in catcher's mitts or chemistry sets . . . He's hungry all the time. All *he* asks is enough to eat!

because you can do something about it. You can help feed his family (a family of four) for a whole month with just a single dollar!

because \$1 to CARE sends 22 pounds of U. S. surplus food overseas — delivered in your name by CARE's world-wide organization!

Send \$1 to
CARE FOOD CRUSADE
NEW YORK 16, NEW YORK
or to your local CARE office





Your Kentuckiana customers consistently dial 1080 KC, where twenty-four hours a day, seven days a week, the people who represent the microphone side of the WKLO Sales Family are telling and selling your Kentuckiana consumers. Each WKLO Air-salesman has an individual, personalized approach that assures saturation impact regardless of product type. You'll reach more people, (check your latest Pulse), you'll observe greater sales IMMEDIATELY when you use any and all of the TOP AIR-SALESMEN who staff WKLO—Where Kentuckiana listens On the dial

Represented by
John Blair & Company



RADIO & TV BUYS

Greyhound Corp., Chicago, is buying both radio and tv for the ten companies which compose the organization throughout the country. Advertising will promote these themes: (1) leave your car at home and travel the easy, efficient and low-cost way; and (2) specific vacation tours. The campaign begins in April and will run for 13 weeks (the period when most people make their vacation plans). Announcements will be bought in 150 markets for radio. Average number of spots per week in each market will be 10-15. All will be minute e.t.'s slotted during both daytime and nighttime hours and weighted heavily on the weekends. In tv, about 50 markets will be used. The minutes, I.D.'s and 20's will be on film, and placed during prime evening segments. An average of three commercials per week in each market is planned. Buying is one-fourth completed. Buyer: Joan Rutman. Agency: Gray Advertising, New York.

Nehi Corp., Columbus, Ga., is entering 51 markets with tv advertising; about eight with radio. Campaign to promote its "Nehi" flavors begins May 5th and will run into the Fall. Tv commercials will be minutes, I.D.'s and 20's. Prime evening hours are being sought. Film commercials have a children's and teen-age audience in mind. In radio, minute e.t.'s will be placed during daytime hours with a women's audience in mind. Buying has not begun. Buyer: Robert Lamkin. Agency: Compton Adv. Co., New York.

The Texas Co., New York, is buying in 50 to 75 markets to place radio and tv commercials for Sky Chief gasoline. The four week campaign begins 15 April and will run for four weeks. On radio, minute and 20-second e.t.'s will be scheduled during early morning and later afternoon hours to reach a male audience. Saturation will be moderate. On tv, minute and 20-second films will be slotted after 6 p.m. Average number of announcements per week will vary from market to market. Buying is not completed. Buyers: Jack Bray and Jeremy Sprague. Agency: Cunningham & Walsh, New York.

Eagle Pencil Co., New York, is initiating a radio and test tv campaign for Mirado, its top selling brand, and its other pencils. This is the first time broadcast media has been used by the pencil industry. For radio, it has bought four morning programs in New York City on a 52 week schedule: Jack Sterling, WCBS, Bill Cullen, WRCA, George Skinner, WABC, and Ted Brown, WMGM. For tv, it's using Hartford, Conn., and Portland, Ore., as test markets. Cities have been chosen both for their similarities and differences: they are comparable in number of office employees, yet Hartford is uniform in type of industry and Portland is diversified. The heavy 13 week schedule is mostly during prime hours. Commercials will feature a secretary working with an animated pencil and sell the idea that the Eagle Pencil "stays sharp for pages." BBDO, its agency, sees the special function of radio and tv as familiarizing the public with the sound of the brand name Mirado. Buying is completed. Buyer: Doug Yates.

1st in Columbus, Ohio



1st in Ratings

Three short years ago WTVN-TV ranked as a poor third in the three-station Columbus, Ohio market. Since that time, the great forward strides of ABC-TV combined with the aggressive local programming of WTVN-TV have resulted in a steady climb in audience acceptance. This rating trend has now progressed to the point wherein the latest Nielsen Study, covering the period December 9 through February 9, 1957, shows WTVN-TV **FIRST** in total audience.

1st with Vidicon

ANOTHER FIRST — Maintaining our position as Central Ohio's top station, we take great pride in announcing the installation of the RCA Vidicon film projection equipment.

WHAT DOES THIS MEAN TO ADVERTISERS AND TIME BUYERS?

The installation of this advanced RCA equipment assures WTVN-TV advertisers, using film commercials and film programs, of sharp — clear — virtually noise-free pictures of live picture quality. Channel 6's new Vidicon equipment will show every detail that is on the film. Truly, the **NEW** WTVN-TV film picture.

PRESENTED BY THE KATZ AGENCY

is "The Picture That Rocks!"

WTVN-TV Channel 6

News and Idea WRAP-UP

there's
something
special
about...

KALI

Pasadena, Los Angeles, California
1430 Kilocycles — 5,000 Watts
Telebroadcasters
Represented by

it's a
TELE-BROADCASTERS
station

TELE-BROADCASTERS, Inc.

41 East 42nd Street
New York 17, N. Y.
MURRAY HILL 7-8436

H. Scott Killgore, President

Owners and Operators of
WPOW, New York, New York
KALI, Pasadena, Los Angeles, Calif.
KUDL, Kansas City, Missouri
WPOP, Hartford, Conn.
WKXL, Concord, New Hampshire
WKXV, Knoxville, Tennessee

ADVERTISERS

Pepsi-Cola's Pepsi-Please promotion is now hitting the smaller markets.

Latest to air the "identify your voice" gimmick is WFIW, Fairfield, Ill., with a potential audience of 6,000. Previously 35,000 was the smallest market used.

During the 18 February-9 March period a total of 8,513 voices were recorded, the majority by telephone; 109 people were able to identify their own voices broadcast on WFIW. Fairfield is the sixth town in the U.S. to stage the Pepsi promotion.

Eagle Pencil Co. is entering tv to underscore the quality difference in pencils. Commercials, both live and animated, are being screened in two test markets (see Spot Buys, page 54). . . . **North American Insurance Companies**, a pioneer user of air media in its field, will kick off its 1957 campaign on the NBC shows *Monitor* and *Today*. . . . **Republic Steel** is offering its distributors and dealers a booklet explaining the secret of getting the "Hollywood" touch in their live tv commercials. . . . **The Nestle**

Co., through the *Lone Ranger*, is offering a canine tv puppet as a premium on Quik.

Seeman Brothers (White Rose foods) has added "You-All" French dressing to its line and will use radio to promote the brand. Seaman also plans to introduce these new dressings under the "You-All" name, roquefort, Italian and a low-calorie dressing. Anderson & Cairns is the agency. . . . **Sheaffer Pen** is considering further diversification and has hired a consulting firm to study possibilities.

New York's new Advertising Center at 285 Madison Avenue reports it has already rented 20% of the overall space available. The Center has been established to provide advertisers with a permanent trade fair and exhibition hall. . . . **Warner-Lambert**, which last month became the first sponsor of NTA's feature film network (spending \$4 million gross for time and pictures), has sent the press a selection of W-L products for "cooperation in releasing the important news story."

Focus on personalities: At Lever Brothers, **Howard Eaton, Jr.** has been made media manager of radio



NAVAL BROADCASTING-TELECASTING ADVISORY BOARD MEETS (l to r) Rear Admiral Kenneth Craig, D. W. Thornburgh (WCAU), R. E. Dunville (Crosley), J. S. Hayes (Washington Post), Vice Admiral J. L. Holloway, Jr., E. M. Sanger, (WQXR), Harry Novik (WLIL), G. B. Larson (KDYL & KTVT), Todd Storz (Mid-Continent), Capt. M. J. Lousey

and television. Eaton formerly was with Y&R as an account executive. He succeeds Stanley H. Pulver who resigned. Borden Company has appointed **Mrs. Carol Bag** assistant advertising manager for its Chemical Division (small package products such as glues and contact cements). . . . **Robert E. Gorman** is now assistant v.p. in charge of advertising for Allstate Insurance Co.

AGENCIES

Gardner, one of the few agencies to publish its billings figures, reports 1956 as the biggest in its 54-year history—with approximately \$20 million.

The 1956 figure is \$2.7 million higher than the previous year.

Pet Milk and Ralston-Purina are the agency's two big air media accounts.

The old motion picture exploitation technique was used this past week to sell an ad man's new book.

Last Thursday morning people hurrying to work along Madison Avenue were greeted with the sight of a man in a gray flannel suit astride a purple horse. The book, which treats the agency business kindly, was sloganized as a "horse of a different color."

Object of the stunt is George Panetta's (Y&R copywriter) "Viva Madison Avenue."

New agency appointments: Bryan Houston for E. C. DeWitt & Co. (proprietary medicines). National media will be used. . . . Donahue & Coe for Pearson Pharmacal's Eye-Gene eye lotion. . . . Grey Advertising for Pin-It Home Permanent. . . . Maxon has regained the Magnavox account from FCB, as of 1 July. . . . Bryan Houston adds Whitehall Pharmacal's Drial (nasal mist).

Lester M. Malitz has resigned as v.p. at Leo Burnett to produce the *Wednesday Night Fights* (ABC TV). . . .

Paul L. Klein has been promoted to research department manager at Doyle, Dane Bernbach. . . . **Maria Carayas**, former chief timebuyer at Hilton & Riggio, is now director of all-media buying for the agency.

Grey's Annual Collegiate Award—trophy plus \$125—will go to the student writing best essay on "How Can Advertising Serve America." Eligible

students are those attending the Association of Advertising Men and Women's "Inside Advertising Week" conclave. . . . **Julian Gross**, head of the Hartford, Conn., agency bearing his name, has established a \$6,000 fellowship at the University of Hartford to provide advanced courses for members of the advertising or public relations industry.

They became v.p.'s this past week: **John C. Naylor**, of Gardner Advertising; **Joseph L. George**, of Wilson, Haight, Welch & Grover; **George E.**

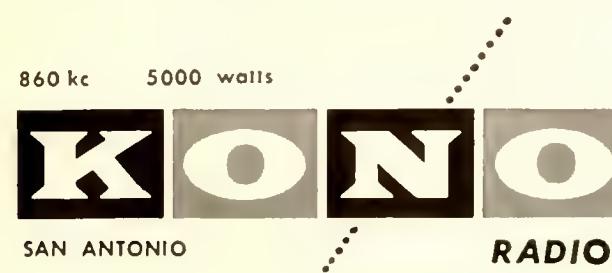
Simons, of Benton & Bowles. **Simons** moves from Kenyon and Eckhardt. **Howard L. Bergman** of Grey, **Richard J. Martell** of Grey and **Christopher Gross** also of Grey.

The **James A. Stewart Co.**, Carnegie, Penna., has just completed a mammoth illustrated book explaining in detail the agency's services. The broad scope and completeness of the volume make it quite unusual. The Stewart Co. also keeps loose pages on file and can use only the ones needed to make an individual client prospect



**WALK
OFF
WITH
THE
SOUTH
TEXAS
MARKET!**

Just trot your budget down South Texas way — like 88 national advertisers who buy KONO Radio just because it sells better . . . at the lowest cost per listener. Call your H-R or Clarke Brown man to come a'running!



presentation (based on his interests) instead of the whole book. . . . **Jack L. Coffey** has resigned as director of radio and television advertising for the Quality Bakers of America.

NETWORKS

As customary, a substantial portion of summer replacement programming will go to anthology films.

Screen Gems already has sold repeats of the *Ford Theatre* library to: P&G and Brown & Williamson for *The*

Lineup; S. C. Johnson for the *Red Skelton Show* and Armour (through FCB) for both or either the *George Gobel* and *Danny Thomas* shows.

CBS TV will put the Ampex Video Tape Recorder into major use (particularly for West Coast repeats) with the advent of Daylight Saving Time, starting 28 April.

International Harvester will use a radio "spectacular" on NBC 4 April to announce the 50th anniversary of its International Truck Division and to introduce the new "A-Line" . . .

Alcoa will definitely share their new 9:30-10 p.m. slot on NBC TV Monday nights with its old Sunday night partner, Goodyear, come fall. Program has not been set. . . . **CBS' Terrytoons** will debut its new cartoon series, *Tom Terrific*, 1 April as part of the *Captain Kangaroo* show. Terrytoons say the cartoons are the first to be made especially for tv. *Tom Terrific* got a special previewing before over 100 children last week.

Network radio round-up: ABC this week reports new and renewed business topping \$8.7 million since the first of the year. New business accounted for \$5.3 million of the total figure. . . . CBS' "Impact" plan has brought in \$700,000 worth of Simoniz business this past week. Contract calls for week-end and nighttime sponsorship of nine five-minute shows. . . . NBC radio sales added \$500,000 net in new business with P. Lorillard highlighting the sales with an extended 52-week buy on *Monitor*.

TV STATIONS

WBC has assigned a news team to cover Washington, D. C. for national and international items slanted to the local point of view in the areas where Westinghouse has its tv and radio stations.

The coverage will primarily concern legislative activity as it relates to the local scene, but will also include off-beat material not picked up by the wire services.

The people in this new Washington news crew will be directed by Rod MacLeish as bureau chief. MacLeish is the former news director at WBZ & WBZA, Boston.

TV applications: Between 18 and 23 March one construction permit was granted and three applications for new stations were filed.

Construction permit went to Port Arthur College for Channel 4. Port Arthur, Tex. permit allows 100 kw visual.

Applications were made by: Louisiana Purchase Co. for Channel 2, St. Louis, 100 kw visual, with tower 955 feet above average terrain, plant \$448,352, yearly operating cost, 1.5 million; Jet Broadcasting Co., Erie, Pa. for Channel 45. Youngstown, 196.36

**TENNESSEE'S
2nd MARKET
KNOXVILLE**

**IS COVERED BY
WBIR-TV
CHANNEL 10**

316,000 watts covering more than 50 prosperous counties in Tenn., Ky. and N. C. One of the Nation's most powerful stations.

Call Your KATZ MAN
For Availabilities

**"the TREND'S to TEN
in TENNESSEE"**

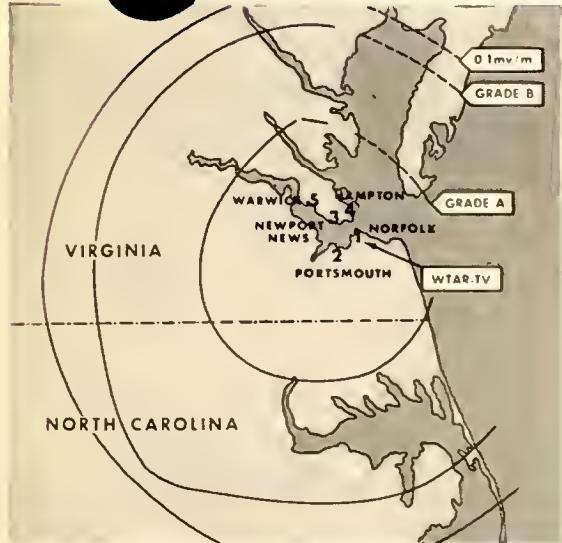


★ Bigger Than ★ The United States



S. S. "United States". Built at Newport News, Virginia. Fastest, most modern passenger ship ever built in this country. Length, 990 feet. Beam, 101 feet. 175 feet from keelson to funnel-top. Cost, over \$70,000,000.00.

She cost more than \$70 million dollars! Yet the folks who watch WTAR-TV could buy a "S. S. United States" every 10th working day in the year! For, Sales Management's Survey of Buying Power shows that WTAR-TV's Coverage Area has an estimated Total Effective Buying Power of more than \$2,407,998,000.00.



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are
within WTAR-TV's Grade-A Signal.

That's a lot of market. And WTAR-TV is the only station you need to reach it. WTAR-TV operates with maximum power and tower on far-reaching Channel 3.

IT IS TIDEWATER VIRGINIA'S
VHF STATION WITH 7 YEARS'
TELECASTING EXPERIENCE

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio—720 Boush Street, Norfolk, Va.

Telephone: Madison 5-6711

REPRESENTATIVE: Edward Petry & Company, Inc.

Anyone for peanuts?

**In Eastern North Carolina,
it's nearly everyone for
peanuts when you use
WNCT!**

With a Class D 20-second "10 Plan," the cost per thousand is only 30¢!

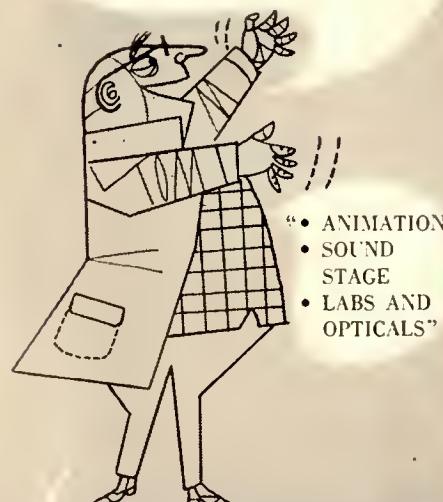
If that's too much to shell out, then try a Class D 10 "10 Plan" for a cost per thousand of 15¢.

Whether your budget is peanut-size or elephant-size, your best buy is WNCT . . . first in every minute of every hour of every day . . . day and night, according to the Jan. '56 Telepulse of 19 counties, Eastern Carolina's No. 1 TV Station.



Men in TV production all say:

"The best spots come from Jamieson"



JAMIESON
FILM COMPANY

3825 Bryan • TA 3-8158 • Dallas

"clients include:

Fitzgerald Advertising Agency
Crawford & Porter Advertising, Inc.
McCann-Erickson, Inc.
Tracy-Locke Company, Inc."

kw visual, with tower 556 feet above average terrain, plant \$235,000, yearly operating cost \$388,800; and WDSU Broadcasting Corp., New Orleans, for Channel 12, Port Arthur, Tex., 316 kw visual, with tower 967 feet above average terrain, plant \$884,000, yearly operating cost \$636,000.

Unique programming idea comes from KPRC-TV, Houston. The station has worked out a tie-in with a national magazine, "Living for Young Homemakers." Editors from "Living" will travel down to Houston for guest shots on the new homemaking show.

. . . KBTW, Denver, has signed a 52-week contract with Butter-Nut coffee for a series of 15 weather programs per week. The agreement gives the station an exclusive on Butter-Nut's tv advertising in that city.

Focus on personalities: Frank Mc-Intyre is a new v.p. at KVOS & KVOS-TV, Bellingham, Wash.; Vic Ludington's new title is station manager in charge of national sales at WOAY-TV, Oak Hill-Beckley, W. Va.; Richard C. Block has been appointed director of sales promotion and merchandising by KRON-TV, San Francisco; Ted Eiland is the new local sales manager of WTVJ-TV, Miami; Lewis Johnson has been named national sales manager for WJBK-TV, Detroit, and will operate out of Storer's New York office; Richard P. Hogue has been named general sales manager at WXIX, Milwaukee.

RKO Teleradio is selling WEAT-AM & TV, West Palm Beach, to Palm Beach Television Co. Reported price is \$650,000. Palm Beach TV Co. is a newly formed corporation owned by Rand Broadcasting Co. and Bertram Lebhar, Jr. . . . KETV, Omaha, will become affiliated with ABC TV as a primary affiliate when the station goes on the air in September. . . . WAPATV, Puerto Rico, has sold 80% of its stock to Winston-Salem Broadcasting.



RADIO STATIONS

Idea at work at KROW, Oakland, represents an uncommon undertaking for a radio station.

The station has produced a product penetration study: "Pattern of Distribution—Grocery Brands in the San Francisco-Oakland Market." Over 300 grocery product manufacturers, distributors and ad agencies made requests for the 51-page book prior to publication. Copies of the study may be obtained from the station and its agency, Reinhardt Advertising, (which collaborated on the research).

DuMont's "record-breaking" purchase of WNEW, New York—\$7.5 million in cash and DuMont stock—calls to mind these earlier figures:

- In 1955 the same station was sold for \$4 million.
- In 1954 the sales figure was \$2.2 million.

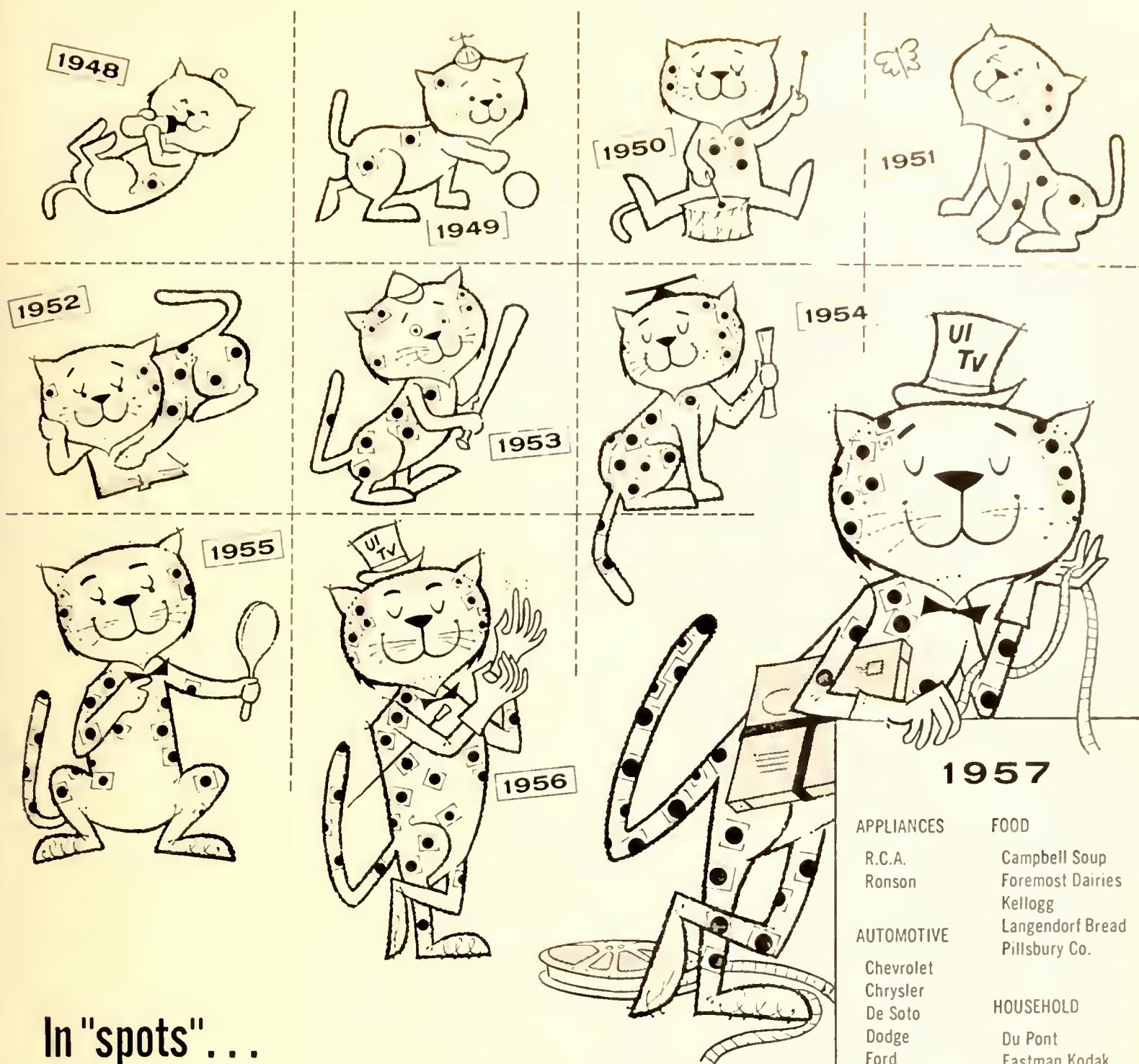
Focus on personalities: William H. Brennan, Jr. has been appointed

KRMG
is tops in the Tulsa
Area by *** RATES...**
*** RATINGS...**
*** COVERAGE!**

*The January
1957 Pulse 26 County
Area Study Proves
KRMG to be your
best Radio Buy in
the Rich Tulsa
Market...*

*Ask your Blair
Man to show you...*

50,000 WATTS * 740 KC****
KRMG
*Tulsa - Oklahoma... The
Great Independent of the
Southwest!....*



In "spots" . . . there's no substitute for experience

Producing TV commercials *demands* expert know-how! The kind of know-how that comes only with years of experience.

In 1948 Universal-International was the first major film company to offer its vast studio and technical facilities to TV advertisers.

Since then—starting with a spot series for Lux—Universal's list of clients has grown and grown.

In addition to an entire 400 acre movie-making city, Universal boasts a complete staff, skilled in the very special requirements of television.

But—the proof of the spot is in the viewing. What Universal-International has done for other successful advertisers, it *will* do for you! Why not see?

UNIVERSAL PICTURES TELEVISION DEPARTMENT

New York Office—445 Park Avenue
Telephone: PLaza 9-8000

Hollywood Office—Universal Studio, Universal City
George Boe in Charge of Production
Telephone: STanley 7-1211

Write for free illustrated brochure.



APPLIANCES	FOOD
R.C.A.	Campbell Soup
Ronson	Foremost Dairies
	Kellogg
	Langendorf Bread
	Pillsbury Co.
AUTOMOTIVE	HOUSEHOLD
Chevrolet	Du Pont
Chrysler	Eastman Kodak
De Soto	General Electric
Dodge	Lava
Ford	Lux Liquid
General Motors	Scott Paper Co.
Mercury	U.S. Steel Products
BEAUTY	OIL & GAS
Camay	Conoco
Colgate Soap	Union Oil
Lustre Creme	
Lux	
BEER	
Budweiser	SOFT DRINKS
Burgermeister	Pepsi Cola
Narragansett	
Pabst	
CIGARETTES	INDUSTRIAL FILMS
Hit Parade	American Stock
Marlboro	Exchange
Old Gold	Calvin Bullock, Ltd.
Parliament	U.S. Army Reserve
Philip Morris	U.S. Steel

YES!
WE'LL BE
AT THE BIG
NARTB
CONVENTION

SPONSOR



OUR EXCITING CONVENTION ISSUE
OUR HANDY-USE CONVENTION SPECIAL
OUR \$1500 "FISH FOR IT" CONTEST
OUR UNIQUE TOMATO JUICE BAR
STAFF OF 11 TO SERVE YOU

**WE'LL BE
LOOKING
FOR YOU
SUITE
904-5-6
AT THE
HILTON**

Western Division manager of station relations for CBS Radio; **Dick Stahlberger** is the new sales promotion manager for WCBS, New York; **Bertram Libin** is new general sales manager for WMAL, Washington, D. C.

FILM

Will sports provide the fillip to keep summer tv viewing up?

One indication that it may is Walter Schwimmer's increasing success with *Championship Bowling* during the hot months. This year Schwimmer expects 90% of the 175 markets that currently see the show to have it on the air during the summer.

The percentage last summer was 62 while during the summer of 1955 10% of the markets which aired the show during the preceding winter also presented it during the hot months.

NTA is taking advantage of the current mideast crisis to kick off its commercially sponsored film web deal.

Not only will the 20th Century-Fox feature *Suez* mark the debut of Warner-Lambert and P. Lorillard on the web but a special newsreel roundup on the Suez Canal situation will introduce the feature.

Screen Gems has sold "Hollywood Premiere Parade," its newest feature film package, in 12 markets.... **Winik Films** has a two-year agreement to produce and distribute all International Boxing Club fight films for tv. Titled *Famous Fights* and narrated by Jimmy Powers, the current series will be sold in 52 quarter-hours or 26 half-hours.... **Interstate Tv** will produce and distribute *Medal of Honor*, a 39-episode series dealing with Congressional Medal of Honor winners.

AAP reports that nine stations have bought the entire Warner Bros. feature package of 754 features so far.... **C&C Tv** announced that clearance of all its post-'48 RKO features with the actors, writers and producers guilds was effective as of 19 March.... **Award Tv Corp.** has made its first sale for the color telecast of *The Jimmy Demaret Tv Golf Show*. Station: WVET-TV, Rochester. Sponsor: Williams Oil-O-Matic Co.

International: ABC Film recently made six sales of three series in Canada. Total ABC sales in Canada for three years total \$500,000.... TPA will dub *Fury* for Spanish-language distribution. *Lassie* is being dubbed in five tongues by the distributor.

COMMERCIALS

Much excitement and comment has been generated by Arco Production's showing to agencies of same commercials made in France for exhibition in French movie house.

The techniques, sets, musical treatment, etc., are reminiscent of French feature films that in recent years have captured American attention. They're all produced in Eastman color.

The Film Producers Association will play host to over 1200 advertising executives for its workshop presentation this Tuesday (2 April).

The FPA will show screenings of new, recent and test film footage designed to demonstrate new production techniques and ideas.

Screenings will be at the Avon Theatre in New York.

REPS

Richard O'Connell, Inc. reports of this tongue-in-cheek answer to Esty's recent request for radio logs. WWSC, Glens Falls, N. Y., acted immediately on the request by sending 150 of their logs to timebuyers in New York.

The "logs" were made of high inflammable birchwood—just right for fireplace fodder.

Jack Masla has opened a new radio and tv rep firm in New York. Masla is former executive v.p. and general manager of Burke-Stuart Co.... **Anthony Liotti** is the new radio and tv research supervisor for NBC Spot Sales.... **Terrence McGuirk** has been made account executive for CBS TV Spot Sales.... **Robert H. Karpas** has joined Devney & Co. as an account executive.

FINANCIAL

Cities Service Co. reports 1956 as a record year with consolidated gross revenues reaching \$973,715,000 as compared to \$923,240,000 in 1955. Net profit was \$62,151,000 compared to \$49,306,516 for the previous year. Cities Service currently is spending \$1.2 million in radio and tv (mostly tv) on local program sponsorship in 40 markets. The company buys news-weather-sports shows along with alternate weeks of *Men of Annapolis*.

Gulf Oil's 1956 gross revenues topped \$2 billion (first time for the oil corporation) with sales and services peaking at \$2,339,714,892; 1955's figure was \$1,895,669,830. Net income for 1956 was \$282,658,087 compared to \$218,063,510 in 1955. Gulf is in network tv (*Life of Riley* on NBC TV) and uses both radio and tv spot.

National Dairy's sales also reached a record high of \$1,352,878,027 last year as compared to \$1,260,230,044 for 1955. Net earnings were \$41,717,316 for 1956 and \$40,346,953 for the previous year. National Dairy is heavy in all facets of air media.

U. S. Steel's revenues reached \$4,228,869,270 in 1956 as compared to \$4,097,680,287 for the previous year. Net income was down, \$347,586,150 for 1956 compared to \$370,099,353 for 1955.

Stock market quotations: Following stocks in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday the week before. Quotations supplied by Merrill Lynch, Pierce, Fenner and Beane.

Stock	Tues. 19 March New York Stock Exchange	Tues. 26 March	Net Change
AB-PT	22 $\frac{1}{4}$	22 $\frac{7}{8}$	+ $\frac{1}{4}$
AT&T	177 $\frac{1}{2}$	177 $\frac{7}{8}$	+ $\frac{3}{8}$
Avco	6 $\frac{1}{2}$	6 $\frac{1}{2}$	
CBS "A"	32 $\frac{1}{2}$	32 $\frac{1}{4}$	- $\frac{3}{8}$
Columbia Pic.	18 $\frac{3}{4}$	18 $\frac{1}{4}$	- $\frac{1}{4}$
Loew's	19 $\frac{1}{4}$	19	- $\frac{1}{4}$
Paramount	32 $\frac{3}{4}$	33 $\frac{1}{4}$	+ $\frac{1}{2}$
RCA	33 $\frac{1}{4}$	33 $\frac{1}{4}$	+ $\frac{1}{8}$
Storer	27 $\frac{1}{2}$	26 $\frac{1}{4}$	- $\frac{1}{4}$
20th-Fox	24 $\frac{1}{4}$	25 $\frac{1}{4}$	+ $\frac{7}{8}$
Warner Bros.	25 $\frac{1}{4}$	23 $\frac{3}{4}$	- $\frac{1}{2}$
Westinghouse	55 $\frac{3}{8}$	54 $\frac{1}{4}$	- $\frac{5}{8}$

American Stock Exchange			
Allied Artists	4 $\frac{1}{4}$	4	- $\frac{1}{8}$
C&C Super	7 $\frac{1}{4}$	7 $\frac{1}{8}$	+ $\frac{1}{8}$
DuMont Labs.	4 $\frac{3}{4}$	4 $\frac{3}{4}$	
Guild Films	3 $\frac{1}{4}$	3	- $\frac{1}{4}$
NTA	8 $\frac{3}{8}$	8 $\frac{1}{4}$	- $\frac{1}{8}$

HOW GOOD IS YOUR TRADE PAPER CAMPAIGN?

ANNOUNCING

SPONSOR'S FIRST ANNUAL

ALL-INDUSTRY AWARDS

FOR BEST

TRADE PAPER ADVERTISING*

***SEE 6 APRIL (CONVENTION) ISSUE FOR COMPLETE ENTRY INFORMATION**

**AGAIN FOR THE 4TH CONSECUTIVE MONTH
U-N-D-I-S-P-U-T-A-B-L-E
DOMINANCE
WTVR CHANNEL 6**

RICHMOND,
VIRGINIA

**NOW BOTH ARB AND PULSE AGREE
THE LATEST JAN.-FEB. SURVEYS PROVE IT!**

STATION	SHARE OF AUDIENCE (PULSE)	SHARE OF AUDIENCE (ARB)
WTVR MON.-FRI. 6 PM-12 MID.	37	36.7
STATION "B" Mon.-Fri. 6 PM-12 Mid.	35	31.3
STATION "C" Mon.-Fri. 6 PM-12 Mid.	27	31.5

**AND WTVR HAS 8 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 6 OUT OF THE 10 MULTI-WEEKLY PROGRAMS**

**DOMINANT IN HOMES
REACHED**

**MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2**

DOMINATE IN RESULTS

**BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.**

WASHINGTON WEEK

30 MARCH
Copyright 1957
SPONSOR PUBLICATIONS INC

Advertisers are still waiting for the FTC to drop the other shoe.

This state of expectation was brought on by an FTC announcement that (1) it would pass along to the FCC complaints about broadcast commercials, and (2) a number of such complaints would be released "any day" for transmission to culprit stations.

The "any day" has extended into weeks, so the anxiety of advertisers is focused on the question:

How broad will the complaints be?

Advertisers—and stations—can only sweat it out.

(See The FTC Crackdown, page 31, for what the FTC has been doing with the extra \$100,000 appropriation it got to monitor tv in particular.)

How the FCC's Study Group will use its recently authorized subpoena authority is causing concern in several quarters within the broadcast advertising field.

That the Group, chairwoman by Dean Roscoe Barrow, was having trouble getting all the information it seeks became known when it asked—and got—the power of subpoena.

Armed with this club, Barrow has the right to enter into "investigating proceedings" and compel production of wanted information. That would cause, obviously, considerable anguish in this highly competitive business.

The general impression, though, is that Barrow will use this authority only as a persuader to get what he's after—but minus the hearing process.

Indications are that the deintermixture mill won't do much more grinding for a while.

Petitions for deintermixture involving addition or subtraction of around 30 channels are already on the FCC docket. More are certain to come. But the FCC probably has done practically all it intends to do for the moment.

Fee tv continues to take much meeting time at the FCC.

But the FCC got an unexpected yawn in Congress. There a Senate Commerce Committee staff report favoring a large-scale trial failed of adoption. And neither the Senate nor the House Commerce Committee showed any undue interest in the subject when the FCC commissioners appeared.

This has removed the urgency from the topic, and the FCC will now take its time and consider what-next-fee-tv carefully.

Senator Wayne Morse has taken over from Senator John Kennedy as head of the Senate Small Business subcommittee on daytime radio stations.

Meantime, the FCC is ready to take up the long-dormant clear channel cases. The plaint of the daytimers for more power will be lumped with these proceedings.

The Supreme Court refused to review McClatchey's plea to upset the FCC's refusal to grant it a tv station in Sacramento because it owns newspapers.

A lower appeals court had ruled the FCC has the right to consider diversification of media and to attach whatever importance it desired to it.

WORLD'S BEST MOVIES

ON



TRIANGLE STATIONS

A BETTER BUY THAN

- SULLIVAN!
- LUCY!
- HITCHCOCK!
- G.E. THEATRE!
- DRAGNET!



SPONSOR: Bristol-Myers

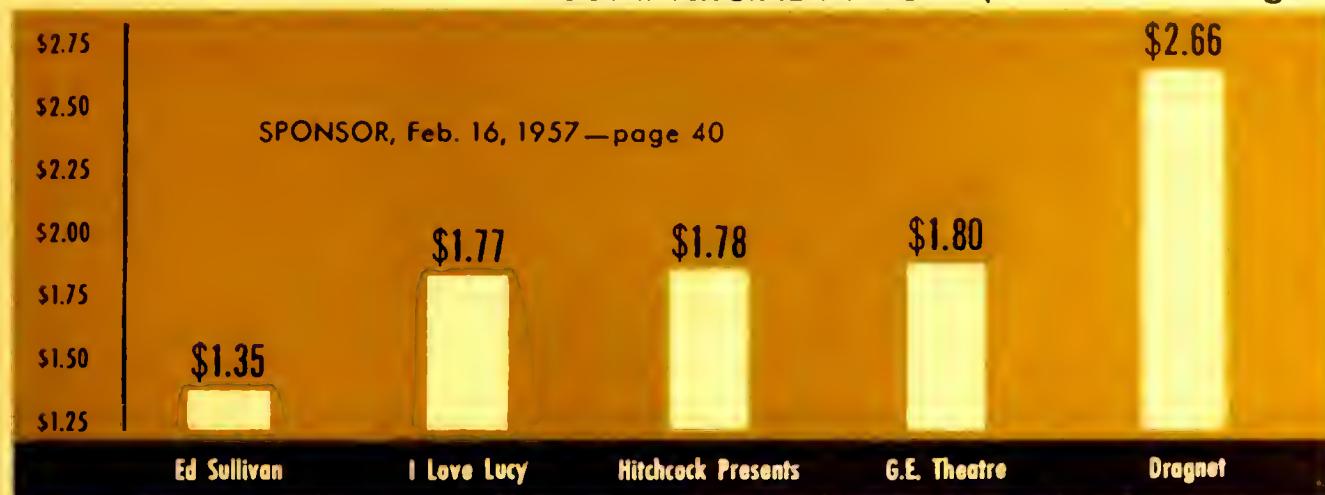
AGENCY: Young & Rubicam

COST:

Latest TRENDEx figures reveal that WORLD'S BEST MOVIES have an amazingly low cost-per-1000-homes-per-commercial-minute of ... lower than any of the top nighttime, network programs.

\$1.05
on
Triangle
Stations

COST-PER-1000-HOMES-PER-COMMERCIAL-MINUTE (national average)



RATINGS:

ARB and TRENDEx show that WORLD'S BEST MOVIES on the four Triangle Stations have earned fantastic

31.0
average
ratings

...in an area delivering ONE out of every TEN TV homes in America—
15,000,000 people in Connecticut, Delaware, Maryland, Massachusetts,
New Jersey, New York, Pennsylvania, Rhode Island and West Virginia.

ources: Trendex, New Haven, Feb. 8, 1957; Altoona & Binghamton, Feb. 9, 1957 / Televisian Magazine Market Baak, 1956/ARB, Philadelphia, Jan. 1957 / Nielsen NCS #2, New Haven, 1956/ARB Coverage Study, Mar. 1956 / Sales Management Annual Survey of Buying Power, 1956

DELIVERING TOP AUDIENCES

BLAIR-TV

WFIL-TV...Basic ABC
WNBF-TV...Basic CBS + ABC, NBC
WFBG-TV...Basic CBS + ABC, NBC

THE KATZ AGENCY

WNHC-TV...Basic ABC + CBS



WFIL-TV
PHILADELPHIA, PENNSYLVANIA
WNBF-TV
BINGHAMTON, NEW YORK
WFBG-TV
ALTOONA, PENNSYLVANIA
WNHC-TV
NEW HAVEN-HARTFORD, CONN.

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y.

WFBG-AM, Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

SPONSOR HEARS

30 MARCH
Copyright 1957

SPONSOR PUBLICATIONS INC.

The report persists that Bill Craig, P&G's associate manager of advertising production and program buyer, will soon join MCA's Revue Productions.

Craig himself is silent on the matter.

A leading magazine group is cooking up a study on the risks an advertiser supposedly takes in network tv.

Apparently the argument will be based on **program casualties** for the past five or six years.

Latest true life material for a death-of-a-salesman script:

- After six months, he seemingly failed to pay off and the network let him out.
- Within a week after his departure one of his erstwhile prospects turned in an order for \$600,000 worth of time.

Philip Morris officials this week got a start when a West Coast committee asked for the loan of some Marlboro billboards.

The purpose was fund collecting—for cancer.

Ask admen who have dealt with Jack Benny through the years how he has managed to stay on top so long and they'll tell you that Benny has:

- The amazing faculty of **converting mistakes into success**.
- A sound **understanding of the advertising business**, hence a readiness to cooperate with the sponsor.
- As much desire for perfection in his **integrated commercials** as in his comedy routines.

If you like **chip-off-the-old-block anecdotes**, you'll get a kick out of this one:

Among the first timebuyers **Fred Brokaw** made a pitch to when he joined the Paul H. Raymer rep firm 24 years ago was **Ned Midgley**, then with BBDO.

This week **Brokaw's boy, Bob**, who recently joined House & Garden as a trainee salesman, also made a big presentation—to **Midgley**, now media department manager at Ted Bates.

Turn of the wheel:

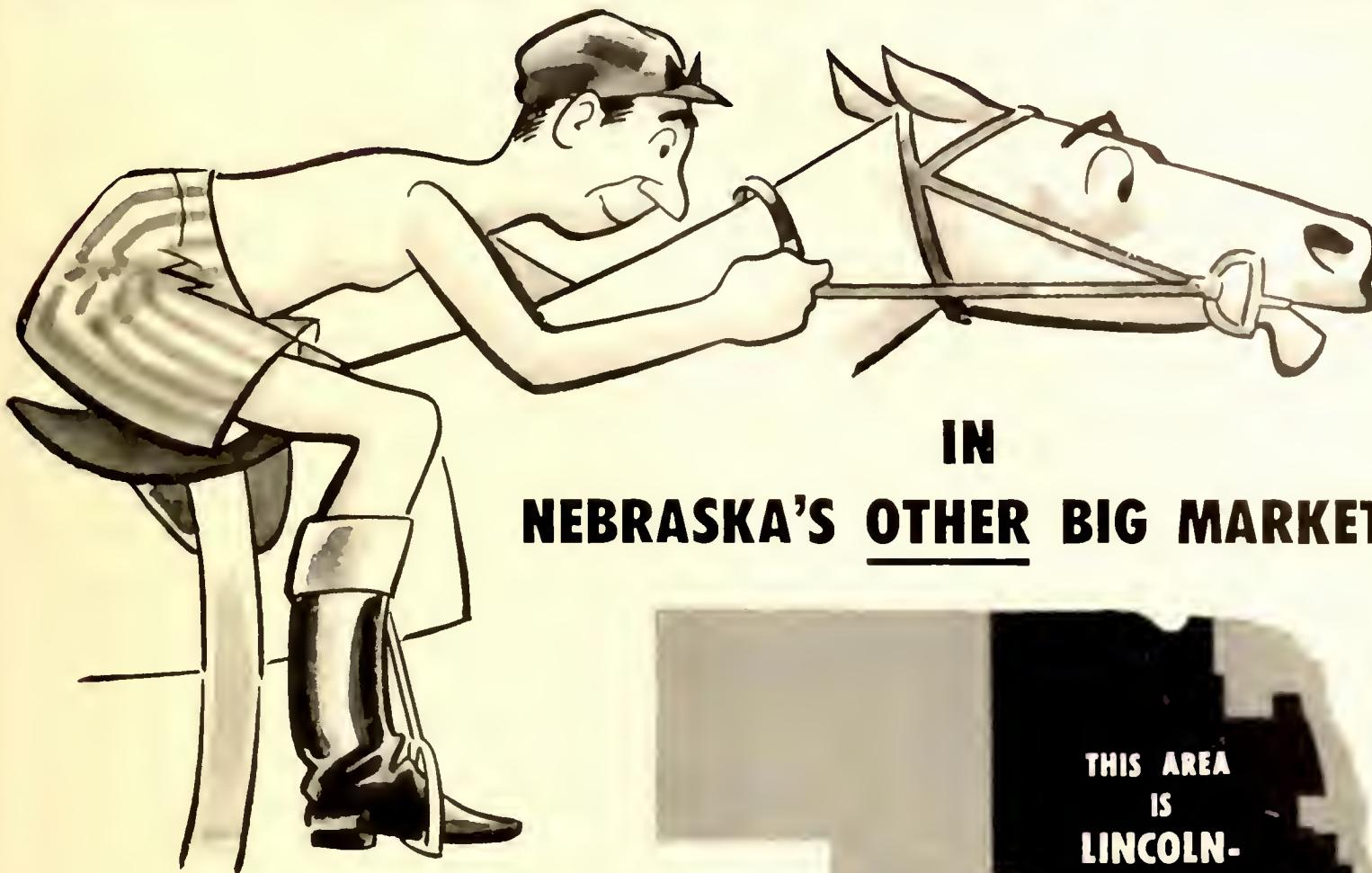
The top management of an agency in the \$70-million class has called in an efficiency expert to find a way to cut down on intramural meetings.

Only a year ago this same management was complaining account groups and departments weren't communicating enough.

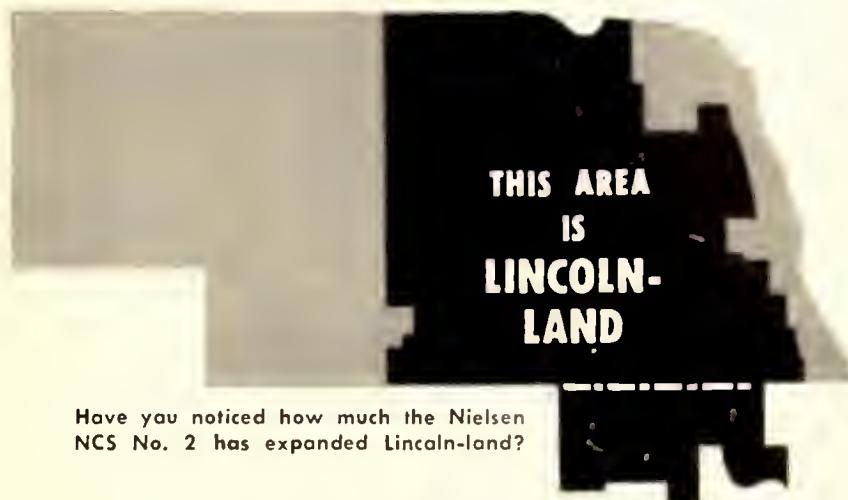
Highlights of an earlier era worthy of remembrance when NARTB meets in a few days:

- **M. H. (Deke) Aylesworth's** militant assurance that NBC would have **no truck** with transcribed programs.
- **William Paley's** advice that the time had come for broadcasters to be more choosey about the type of product and their public service programing.
- **Ike Levy and Samuel Rosenbaum's** pyrotechnic orations on the theme of ASCAP.
- **FCC Chairman James Lawrence Fly's** speech comparing his critics to "rotten mackerel shining in the moonlight."

ARE YOU HALF-COVERED



IN
NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metrapalitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-mast in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-mast" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enaugh said?

KOLN-TV, one of America's great area stations, covers Lincoln-land, the VAST MAJORITY OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA.

Lincoln-land consists of 69 counties with nearly 300,000 families. This important market is as independent of Omaha as South Bend is of Fort Wayne—or Syracuse is of Rochester!

Latest Telepnlse credits KOLN-TV with 138.1% more afternoon viewers than the next station and 194.4% more nighttime viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS **LINCOLN-LAND** — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD RADIO — PEORIA, ILLINOIS

FTC CRACKDOWN

Continued from page 33)

If the advertiser then continues with his advertising claim, he's exposing himself to civil penalties. This can add up to a lot of money because the court is empowered to levy a fine of \$5,000 per violation for every day in which the advertising is not stopped or remedied.

Most advertisers, Commission spokesmen say, are willing to comply at once with a cease and desist order—or even before the order when there's an initial allegation that the advertising is questionable. It's a small percentage of advertisers who go out of their way to make false claims and to mislead the public, they agree.

The law, with advertising as with anything else, is written for and applies most particularly to the minority which is guilty of violations. Sherman Hill, chief project attorney currently supervising activity on 1,400 cases (of all kinds, not merely concerning advertising claims), says "Most advertisers realize they have a big stake in promoting proper advertising practices.

BMI

"According to the Record"

Continuities for April

A daily almanac . . . and a five - minute program packed with information about the important happenings throughout the world.

April's "According to the Record" includes stories about the end of the Civil War, sinking of the *Titanic*, Washington Irving, Robert Edwin Peary and other significant entertaining highlights of the years past.

BMI's "According to the Record" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 13th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

"If advertising ever descends to the point where it is thoroughly misused and fraudulent, the public will lose all confidence in it and advertisers would sustain a tremendous loss. Informed people in the industry are all very well aware of this and they work diligently to maintain advertising on a high plane."

FTC's goals are the same. It wants to protect the public and to keep commercial copy "clean" and "honest." It's found that the best way to encourage this is to be very sure of its complaints before it files them and to line up the best possible documentation and evidence to substantiate its assertions.

The batch of complaints now in the final staging process before actual statements are filed will probably represent the ultimate in FTC caution. They're bound to be precedent setting and they're being selected carefully now to illustrate the most important points in government regulations.

They're likely to be "serious" complaints. They may well hit some of the big guns but with a smattering of small shots at the same time.

The FTC gets about 3,500 complaints a year and most of these of course involve small companies. The smaller, fly-by-night operators are more inclined to be in the "schlock" category. But some of the big companies occasionally try to pull a fast one, though with more finesse.

Some of the copy points to which FTC has objected in the past: the impression that doctors or dentists, as professionals, have endorsed a product (and they particularly dislike the white-coated tv actors); ultra-broad claims for medicines or drugs, implying



"We never had weather like this until KRIZ Phoenix started forecasting!"

ing a cure may be effective for arthritis, heart disease and impotency all at the same time; offer of an item at a special reduced price (such as in tv sets), when the "sale" price is the standard price; do-it-at-home schemes (such as raising chinchillas in your basement); educational offers (take this course and become a Civil Service worker); pseudo-scientific claims.

"Puffery," on the other hand, is acceptable, says Seidman of the New York office. This means you can say your can of worms is "the best on the market," "the finest made" or "America's favorite." Even bad taste is acceptable, in the sense that FTC has no intention of analyzing commercial copy from a qualitative point of view.

The biggest violators in the country's biggest marketplace—the New York metropolitan area—are the advertisers who buy announcements adjacent to or participations in programs, says Seidman. It's usually the local advertiser, rather than the network advertiser, who comes most frequently under the watchful eye of the Federal Trade Commission.

"And, of course," adds the New York manager, "there are certain tv and radio stations which attract this type of advertising and which, indirectly, encourage it. Fortunately, they are in the minority—and they're very easily spotted."

The Commission is also a counseling arm of government. Its branch managers and attorneys as well as the headquarters staff, frequently confer with advertisers and their advertising agency executives on policy matters. They have no jurisdiction to give specific advice but they point to precedents set earlier in FTC complaints and actions.

"We're a preventive agency, as well as a regulatory one," is the way Hill puts it.

KSON

66 1 99

San Diego's No. 1 Radio Station

PULSE

"Out of Home" & "In Home"

Represented Nationally by POLICE & CO.

primary radio coverage in Milwaukee requires

W E M P audience

5000 watt power at 1250 k.c.



Yes . . . there are other good radio stations here, and the audiences they deliver also demand your consideration. But . . . if your budget permits the use of only a single station, our low cost per thousand listeners with an ABILITY TO BUY must single us out. And if you're buying a combination of stations, our percentage to total listening indicates we're the BASIC BUY . . . to be supplemented by these other audiences for more nearly perfect coverage.



KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES:
Records round the clock . . . 24 hours a day, seven days a week . . .

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Department radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed

HERE
ARE **BARE
FACTS!**



KVLC
LITTLE ROCK

is undisputed **TOPS** in
ELEVEN CONSECUTIVE
MONTHLY HOOPER
RATINGS! And leading in
145 out of 200 quarter-hours
according to **PULSE** Metro-
politan Report!*

Monday Through Friday
Sign-On to Sign-Off



ARKANSAS'
ONLY MEMBER
AIMS GROUP



Get the KVLC **SUCCESS STORY** today!
New York: Richard O'Connell, Inc.
Dallas: Clarke Brown Company
Chicago: Radio-TV Rep., Inc.
Los Angeles: Tracy Moore and Assoc.

Reps at work

Peggy Stone, newly appointed as president of Radio Tv Representatives, Inc., comments: "Today's smart radio buyer has to 'roll with the punch' to secure the best buys. 'Habit buys' are a thing of the past because listening patterns have changed with tv. Only stations which have flexibility of programing such as the well established independents, are able to keep pace with this change; they are able to determine what most of the people want most of the time and to gear their programing accordingly. The day of 'specialized' programing for a specific audience is out-dated, and the successful station today has created a programing sufficiently attractive to all listeners. Because of the continuing changes, the buyer should study and review buys in each market with each campaign being set. The station that was number five last year may have climbed into first or second spot today. A buyer cannot rest on the assumption that 'WWWW has *always been* the top station in the market.' 'Always' no longer applies to any station today. Programs, personalities and audiences are changing in this constantly shifting and ever improving radio world."



Carleton E. Coveny, vice president and manager of John Blair & Co., Los Angeles, comments: "It's difficult to understand the pressure by advertisers for early-morning, late-afternoon and early-evening segments. I can understand this when the target is men or a mixed group. But most advertisers who have used spot radio successfully

sell primarily or exclusively to women. The Blair audience composition chart (see SPONSOR 3 November) shows that not only are there more women per hundred listening homes available between 9:00 a.m. and 4 p.m., there is also a larger *total number of women*, because total sets-in-use remains stable all day long, except for the peak between 8 and 9 a.m. Advertisers should note that: (1) The cost of reaching them is

substantially less because of the general availability of saturation or frequency plans during these times on most major stations. (2) The housewife is more receptive to the advertising message during the 9-4 period, since she is, on the average, substantially alone, and not subject to the distraction of the presence of her husband and children, and their problems." (See SPONSOR, 16 March, page 23.)



to all our friends...

A CORDIAL
INVITATION TO

H-R

HOSPITALITY
HEADQUARTERS

THE 23RD FLOOR
MORRISON HOTEL

NARTB

CONVENTION
CHICAGO

APRIL 7-11



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President



380 Madison Ave.
New York 17, N. Y.
Oxford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

416 Rio Grande Bldg.
Dallas, Texas
Riverside 2-5148

101 Marietta Street
Bldg.
Atlanta, Georgia
Jackson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JACKSON B-1601

910 Royal Street
Caron 3917
New Orleans, La.

Tv and radio NEWSMAKERS

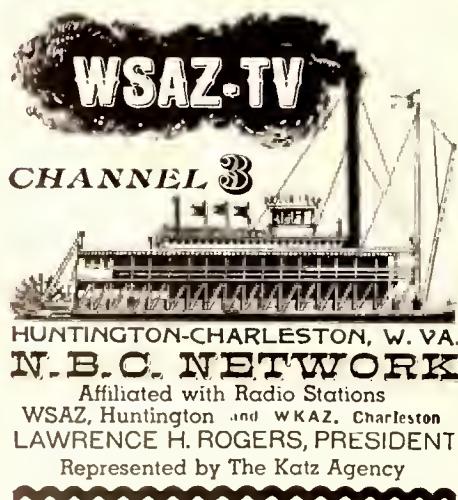


TAKE A SOUNDING!

As any old riverboat-man will tell you, the best channel runs deep and lets you travel fastest. Same is true today with television throughout this busy Ohio River Valley of ours.

No advertising medium gives you such smooth sailing into over 100 of its high-producing counties as WSAZ-TV . . . no station's influence runs so deep with almost three-quarter million TV families comprising America's 23rd television market.

Today the nation's heaviest concentration of industry crowds the banks of the Ohio — generating within the WSAZ-TV area a buying potential nearly *four billion dollars* deep! You can reach it surely via WSAZ-TV's Channel 3, without fear of shoals, snags or backwaters. You'll travel, too, in company with many of America's most successful advertisers. Any Katz office has the latest soundings for your inspection.



George Klayer has been named network sales manager of CBS TV in an announcement by Thomas H. Dawson, vice president-network sales. The appointment is one of a number of key promotions and is effective immediately. Sam K. Maxwell, Jr., is to succeed Klayer as Eastern sales manager with Roland Blair, account executive-network sales, moving into Maxwell's

position as Midwestern sales manager. Robert Hoag, account executive, succeeds the late Thomas D. Connolly as CBS TV manager of program sales. Klayer started with CBS 11 years ago in the Chicago office. His industry career began with Kindred, McLean, a point of sale advertising firm. Before joining with Columbia, Klayer was with the station representative firms of George P. Hollingbery, Inc. and Edward Petry and Co. He is a graduate of Duke University.

Richard E. Nason has been appointed general manager of WGBI, Scranton. The announcement was made by Mrs. M. E. Megargee, president of the station. Nason was formerly manager of the Greer stations with headquarters in Pittsburgh. Nason has been in the broadcasting field for the past 15 years. He was active for four years as a radio-tv consultant. In addition, Nason had held positions in the writing, programing and sales aspects of the industry before accepting the management position with the Greer stations. A native of Detroit, Nason received his education there, attending Wayne University. During the Second World War he served as a combat correspondent with the U. S. Marine Corps.



Mort Sidney has been named general manager of KLAC, Los Angeles, by Mortimer Hall, station president; appointment effective 1 April. The signing of Sidney is part of Hall's plan to expand in the southwest. Hall has applied for an FM license and intends to purchase additional AM outlets. Sidney began in radio in 1941 as a salesman for KSFO, San Francisco, taking over as sales manager of the station in 1942. In 1945 he went to the Lincoln Dellar radio network as general sales manager for their three stations (KNOA, Sacramento; KNOB, Stockton and KNOL, Chino). In 1953, he was appointed general and sales manager of KFWB, Hollywood. Sidney's national and local promotion experience fits in with KLAC, an extremely promotion-minded independent.



HOW MUCH A HEAD?

29¢ per M! Yes, 29¢ per-thousand-per-commercial minute for 52-time buyers of KYW-TV's big-hit SIX O'CLOCK ADVENTURE. Scheduled weekdays 6:00-6:55 PM, its January ARB 5-day average was 21.4 better than twice the combined competitive averages.

Get ahead now in KYW-TV's great 1,288,156 home-market. For action call Albert Krivin, KYW-TV, "Bink" Dannenbaum, WBC, or your P.G.W. Colonel.

KYW 3 TV

CLEVELAND



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO BOSTON, WBZ-WBZA, PITTSBURGH, KDKA CLEVELAND, KYW FORT WAYNE, W.W. CHICAGO, WIND PORTLAND, KEX

TELEVISION BOSTON, WBZ-TV, PITTSBURGH, KDKA-TV CLEVELAND, KYW-TV SAN FRANCISCO, KPX

WIND REPRESENTED BY A M RADIO SALES • KPX REPRESENTED BY THE KA-Z AGENCY NC

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD NC

SPONSOR SPEAKS

The fee-tv propaganda mill

The fee-tv propaganda mill is working overtime.

Rarely have we seen such a rash of publicity as is currently flooding the magazines and newspapers on this subject. Last week we spotted four stories in fast succession in New York newspapers, including one in our own Mamaroneck *Times* headed "Adoption of Pay TV May Save Sponsor."

The headline is provocative, to say the least, but after reading the story three times we haven't yet discovered how "Pay TV May Save Sponsor," or even how it may save anything else, including money. Maybe Columnist Harold Heffernan, bylined from Hollywood, knows something he isn't telling.

Obviously fee tv has its merits. And we yield to no one in our admiration for the business acumen and doggedness of Eugene F. McDonald, president of Zenith and the No. 1 fee-tv exponent. But any way we look at it, the plusses for fee tv are dominantly to the advantage of private interests.

Suppose a test of fee tv is made. What will it prove? Only what we already know—that fee tv is the biggest boxoffice the world has ever known. And it will be big boxoffice even if 95% of viewers vehemently feel it infringes on their freedom to enjoy tv and refuse to support it.

To us fee tv spells a gradual switch from free to fee tv programming; dangerous competition for a system of commercial television that has won the admiration of the world; an era of insufferable private taxation which penalizes the millions unable to pay.

Does Congress, the FCC, or the public want that?

The client who dared

We like the pioneering spirit of Standard Oil of Ohio which recently began using a tv commercial without spoken words. We like the commercial too. Unlike many tv copy experiments, this one is practical (see article page 31).

But we're disturbed because there are too few tv commercials which dare to be unique. We don't think its because clients like Sohio are rare (or agencies like McCann-Erickson, Cleveland, which conceived the Sohio commercial). We think it's because too many agency creative men assume the client "won't buy anything new."

This is the road to mediocrity.

THIS WE FIGHT FOR: Radio, both network and spot, is lagging behind in the publication of figures on client expenditure. Now that spot tv budgets are an open book (see page 40), radio must move quickly and follow tv's lead.



10-SECOND SPOTS

Discouraging: The office of the tv producer was in an even wilder state of disorder than usual when the two cleaning ladies arrived the other night to tidy up. For a long moment, they stared bitterly at the litter of paper on the floor about the producer's desk. Finally the one cleaning lady turned to her companion and said, "If this slob don't stop missing the wastebasket, I'm gonna quit show business!"

Release: "CLEVELAND—Radio station KYW heralded the start of spring . . . with a series of 'welcome to spring' announcements made by people whose names personified the new season. Among these were: John Greenleaf, Samuel Robin, Mrs. Frank Budd and Dudley Blossom." *Where was Mr. Fever?*

No adman, he: Overheard in a Madison Avenue bistro—Patron to bartender: "Let me have a scotch-on-the-rocks with ice."

Headline from *N. Y. Times*—
OIL TO BE DRILLED
AT 3 FILM STUDIOS
We thought they'd struck it already with tv feature film.

Horse painting: For those admen who may have wondered about that purple horse used to exploit Y&R copywriter George Panetta's new book ("Viva Madison Avenue"), here are a few notes on coloring horses. Tommy, the horse that did the New York exploiting, is actually white. The job of turning him purple fell to Chateau Animals, the outfit that rents Tommy for tv appearances and the like. The purple paint was a harmless vegetable dye approved by SPCA. It was applied with a paint brush. Two coats were needed to achieve a high sheen. One bucket of paint did the job.

Addenda: The tour of Tommy, the purple horse took him to Radio City for an appearance on *Today*. En route, an early a.m. drinker staggered out of a 6th Avenue bar, took one look at the purple horse, then fled back inside again.

Don't be croo-el! Elvis Presley is planning a series of 26 tv films to be shown while he is in the Army. *That's one way to get back at the Draft Board.*

2 GREAT TV BUYS IN BALTIMORE!

1.

OFFICER HAPPY

9:30 to 10:00 a. m. Monday thru Friday

A big favorite with the kindergarten crowd and very popular with their mamas. Officer Happy brings make-it-yourself projects, film cartoon "Crusader Rabbit" and Nancy Hawkens with stories every day. Acclaimed by parents and educators as tops for tots.

2.

QUIZ CLUB

1:00 to 2:00 p. m. Monday thru Friday

An audience-participation show with a 5-year super-sales history! Brent Gunts and Jay Grayson, two of Maryland's most popular emcees, preside over fast-moving fun-moving products with record speed! Mystery Voice Contest on now is talk of the town.

*both shows are part of WBAL-TV's regular live color schedule
and are available for 1 minute participation spots*

**EDWARD
PETRY & CO.**

National Representatives

WBAL-TV  **Channel 11**
BALTIMORE